

FIG. 1

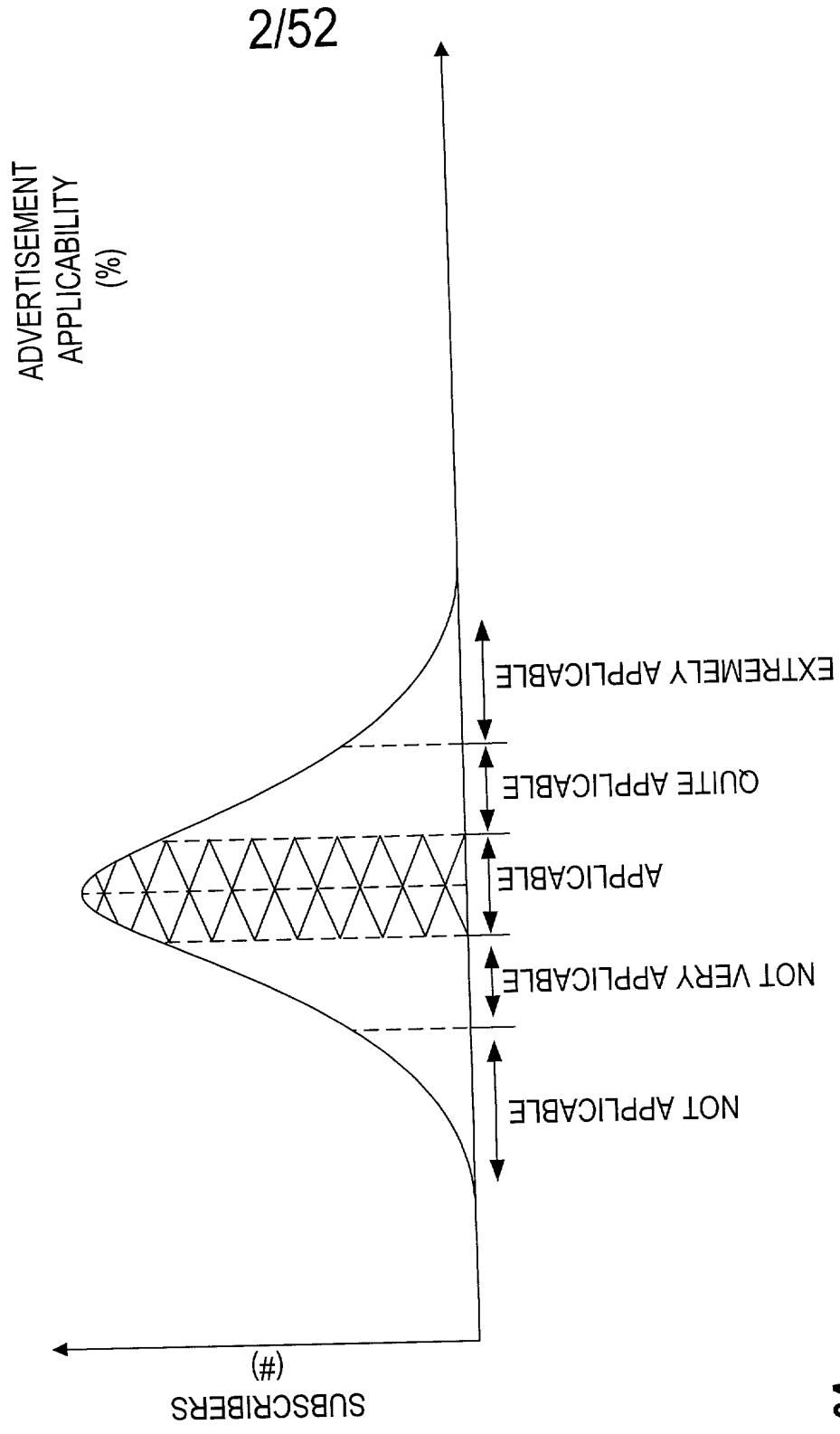


FIG. 2A

ADVERTISEMENT SUCCESS RATES			
ADVERTISEMENT APPLICABILITY	SUCCESS RATE	# SUBSCRIBERS	PURCHASES
EXTREMELY APPLICABLE	0.05	100	5
QUITE APPLICABLE	0.04	200	8
APPLICABLE	0.03	400	12
NOT VERY APPLICABLE	0.02	200	4
NOT APPLICABLE	0.01	100	1
TOTAL	0.03	1000	30

FIG. 2B

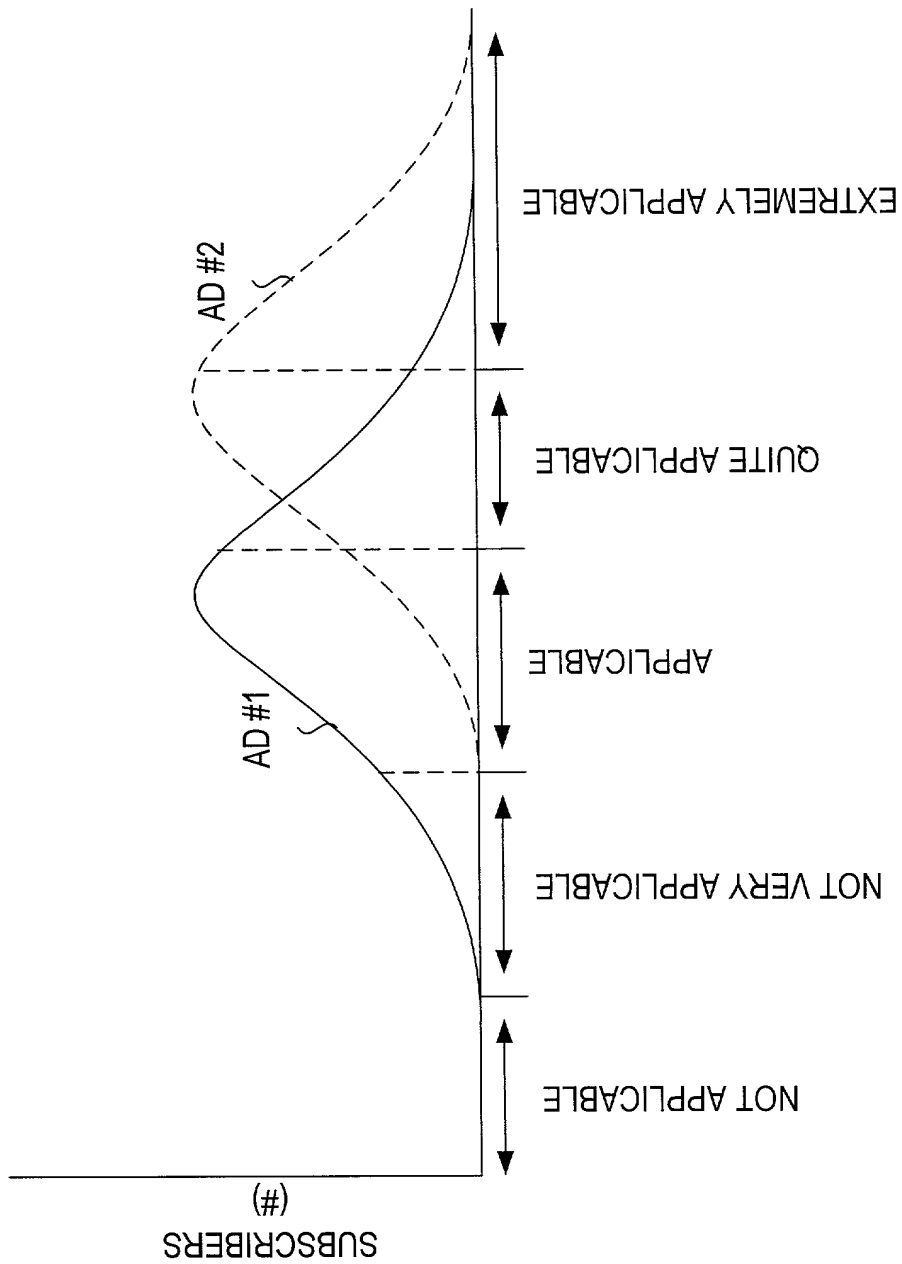


FIG. 3A

AD #1

SUCCESS RATE	SUBSCRIBERS	ANTICIPATED PURCHASES
.05	150	7.5
.04	200	8
.03	100	3
.02	50	1
.01	0	0
TOTAL	500	19.5
		= 4.25%

AD #2

SUCCESS RATE	SUBSCRIBERS	ANTICIPATED PURCHASES
.05	350	17.5
.04	100	4
.03	50	1.5
.02	0	0
.01	0	0
TOTAL	500	23
		= 4.6%

FIG. 3B

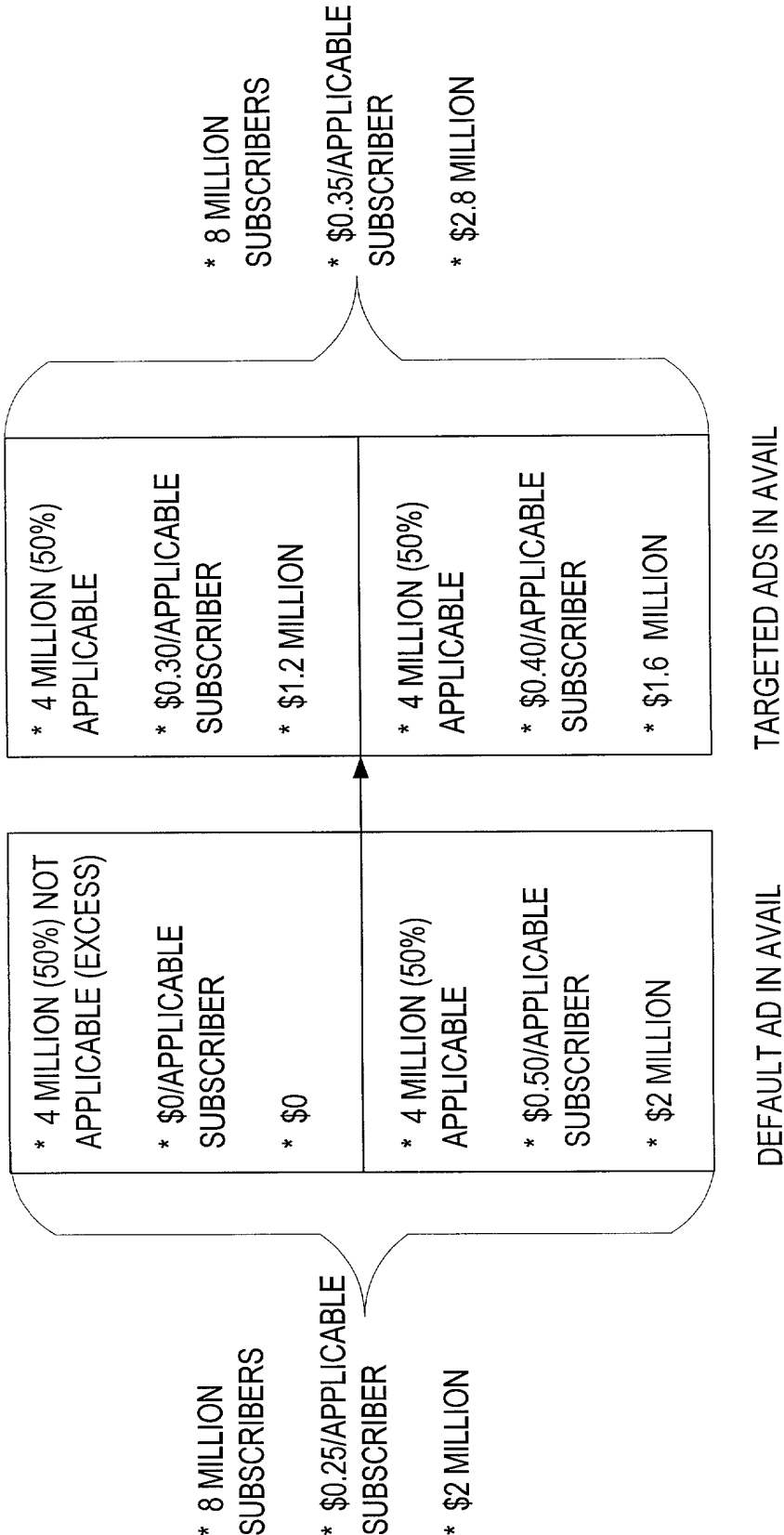


FIG. 4A

SUCCESS RATE	PRICE/SUB
0.0 - 1.5%	.7
1.5 - 2.0%	.8
2.0 - 2.5%	.9
2.5 - 3.5%	.10
3.5 - 4.0%	.11
4.0 - 4.5%	.12
4.5% —	.13

FIG. 4B

	PRICE/SUB	SUBS	PRICE	PURCHASES	PRICE/PER
DEFAULT AD	.10	1000	100	30	\$3.33
TA 1	.11	500	55	19.5	\$2.82
TA 2	.13	500	65	23	\$2.83

FIG. 4C

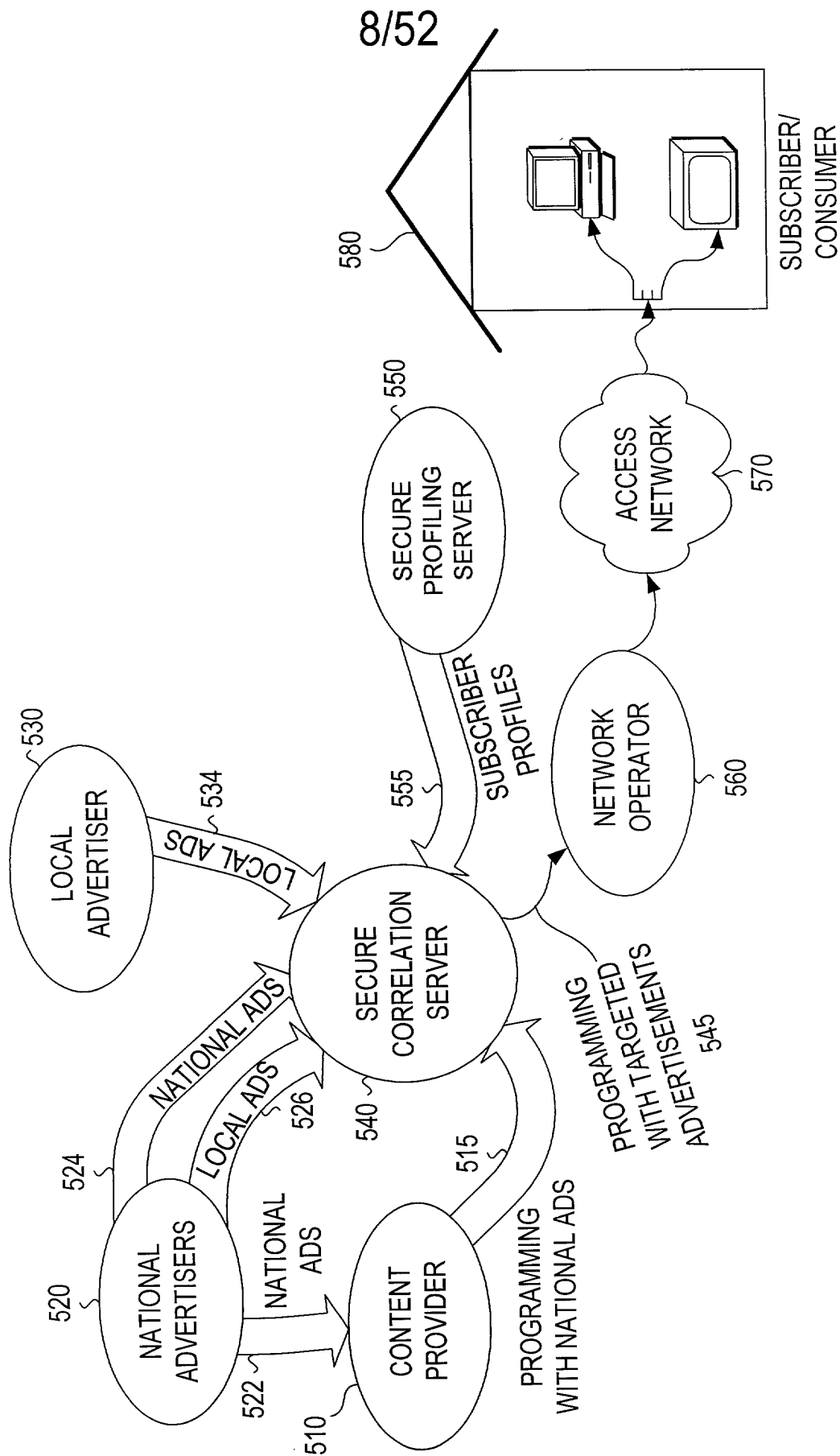


FIG. 5

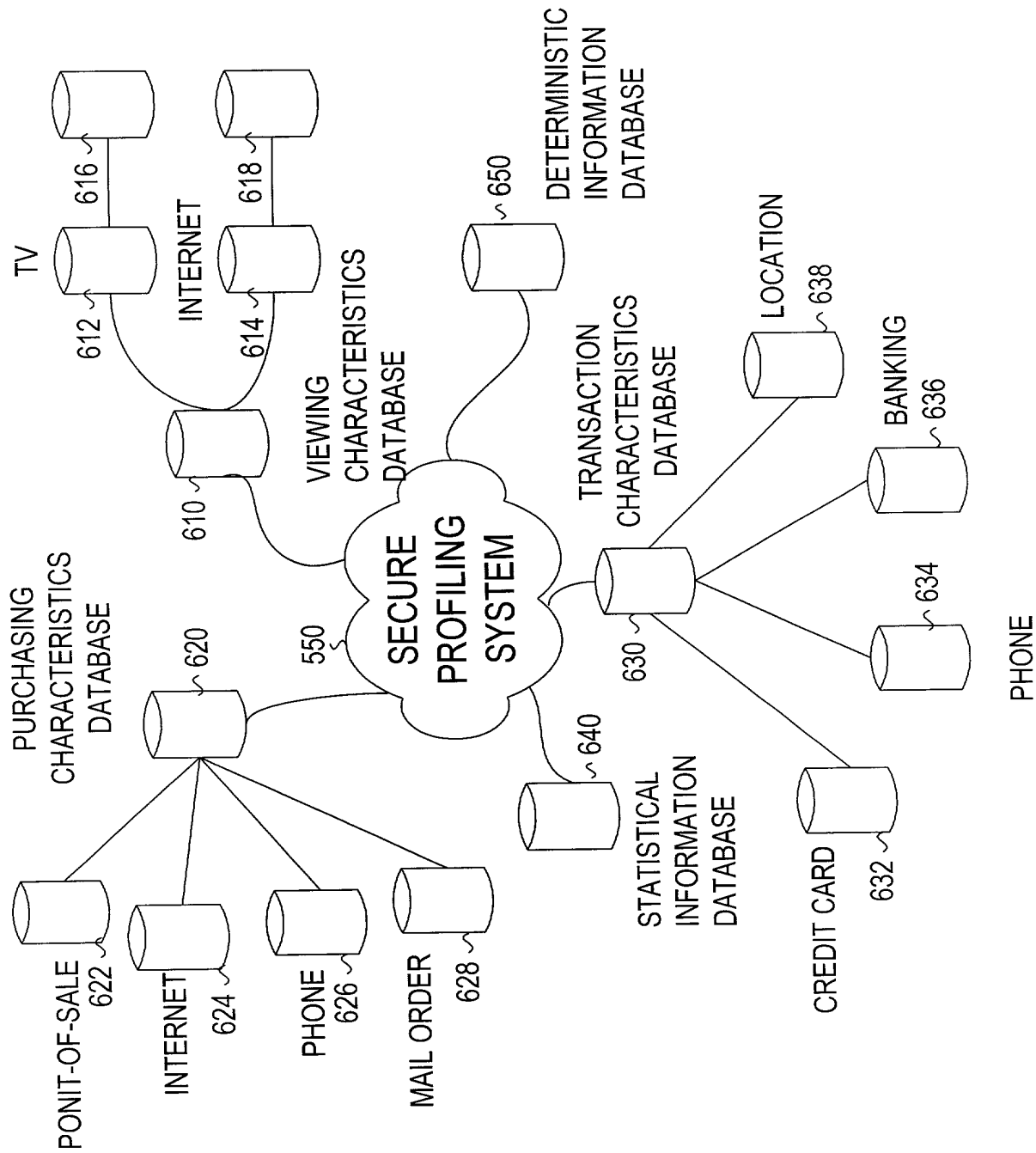


FIG. 6

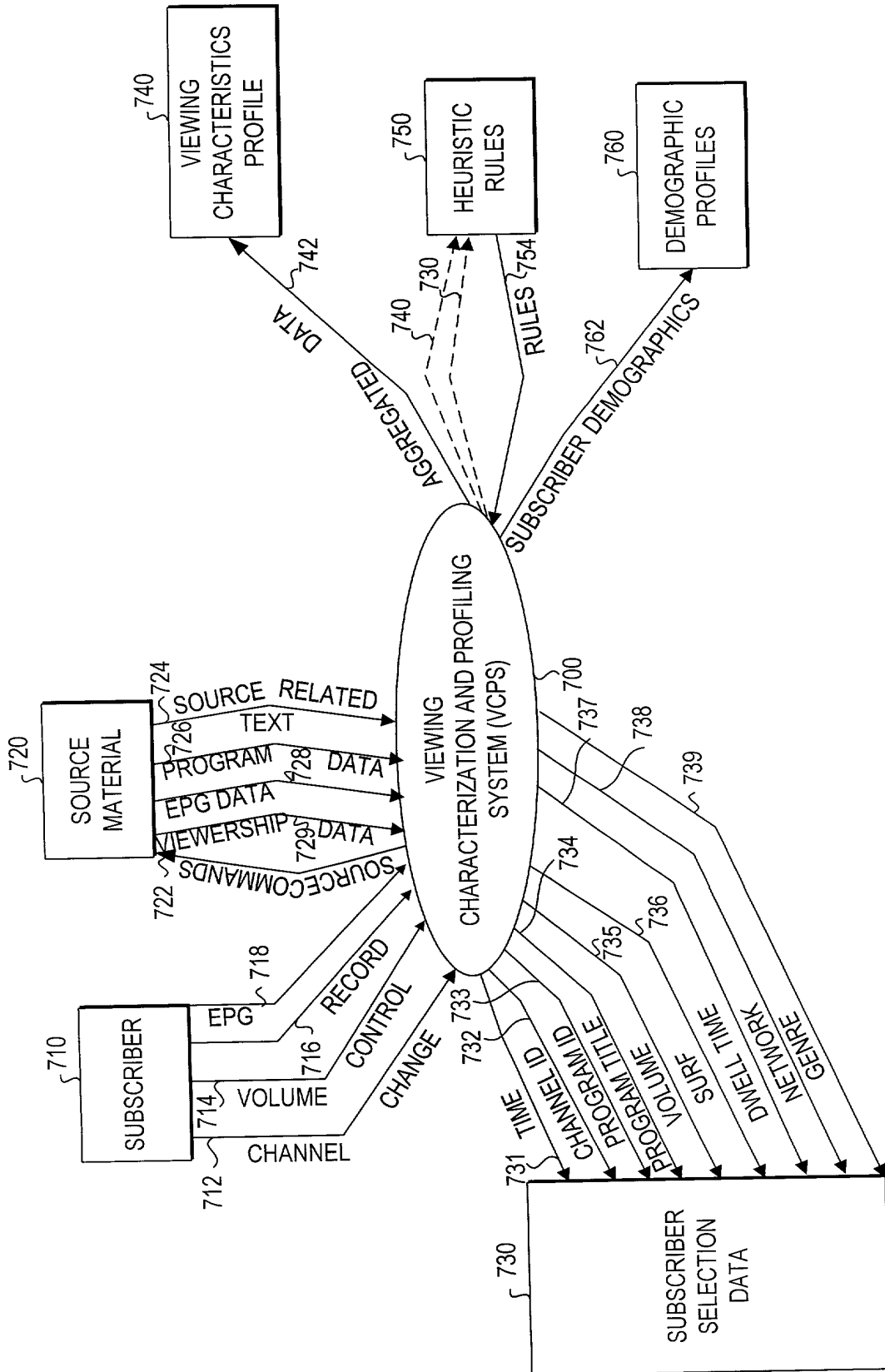


FIG. 7

TV DATA		VCPS	
TYPE	CATEGORY	GENRE	CATEGORY
MI	COMEDY	COMEDY	TV MOVIE
SY	COMEDY	COMEDY	SYNDICATED
*	FASHION	ENTERTAINMENT	FASHION
*	GARDENING	ART	HOBBIES
*	WEATHER	NEWS	WEATHER
OT	*	OTHER	OTHER

FIG. 8

Genre	Category
Comedy	movie
	network series
	syndicated
	TV movie
Sports	baseball
	basketball
	football
	hockey
	sports related

FIG. 9

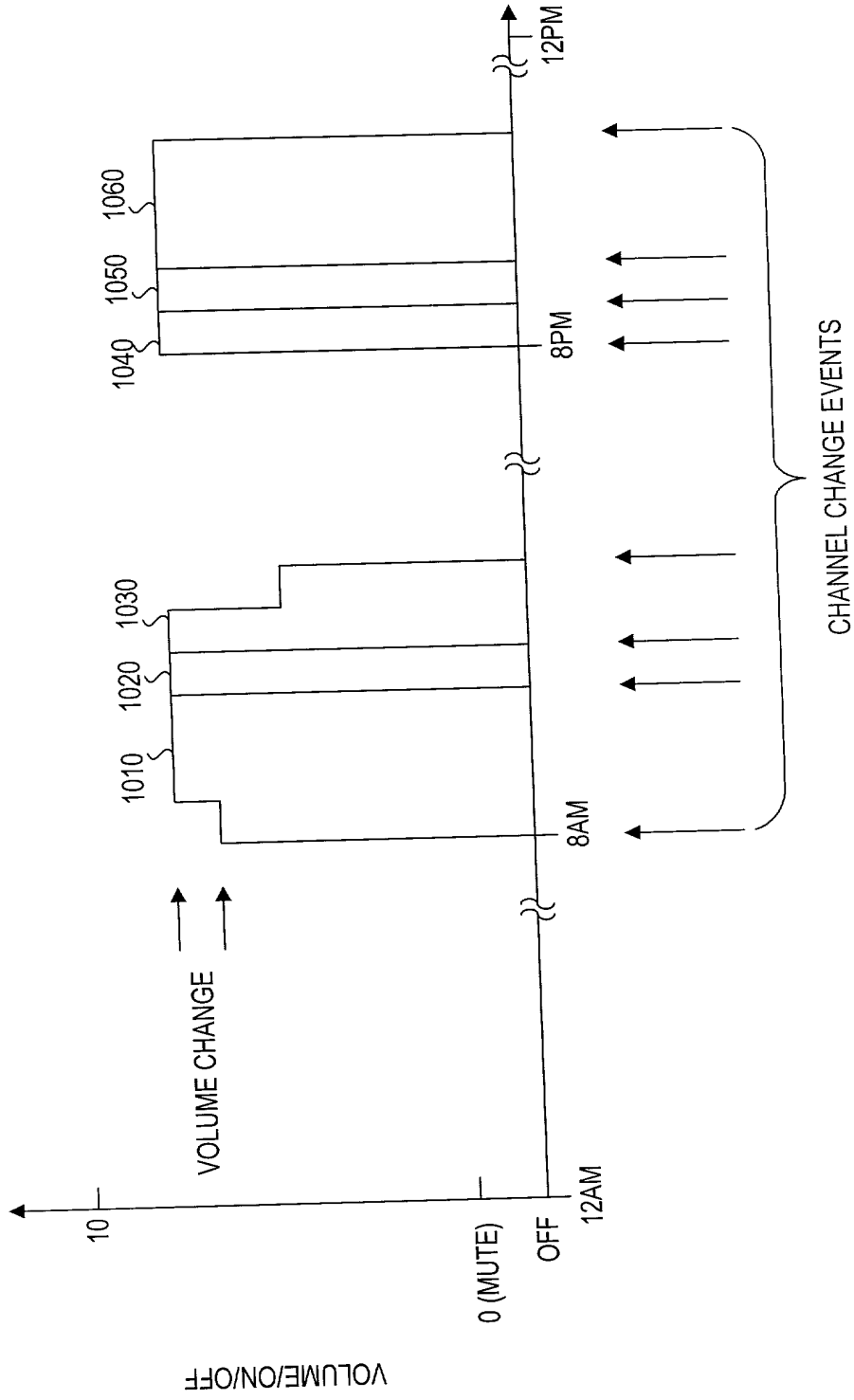


FIG. 10

TIME OF DAY	MINUTES WATCHED	CHANNEL CHANGES	AVERAGE VOLUME
MORNING (6AM-9AM)	61	2	5/10
MID-DAY (9AM-3PM)	0	0	-
AFTERNOON (3PM-6PM)	0	0	-
NIGHT (6PM-10PM)	122	4	6/10
LATE NIGHT (12AM-6AM)	0	0	-
TOTAL	183	6	5.7/10

FIG. 12

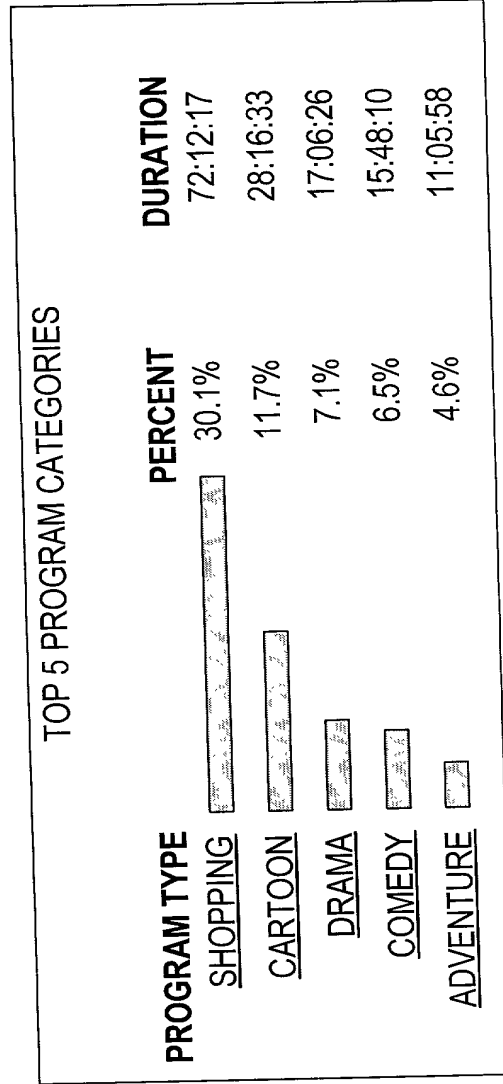
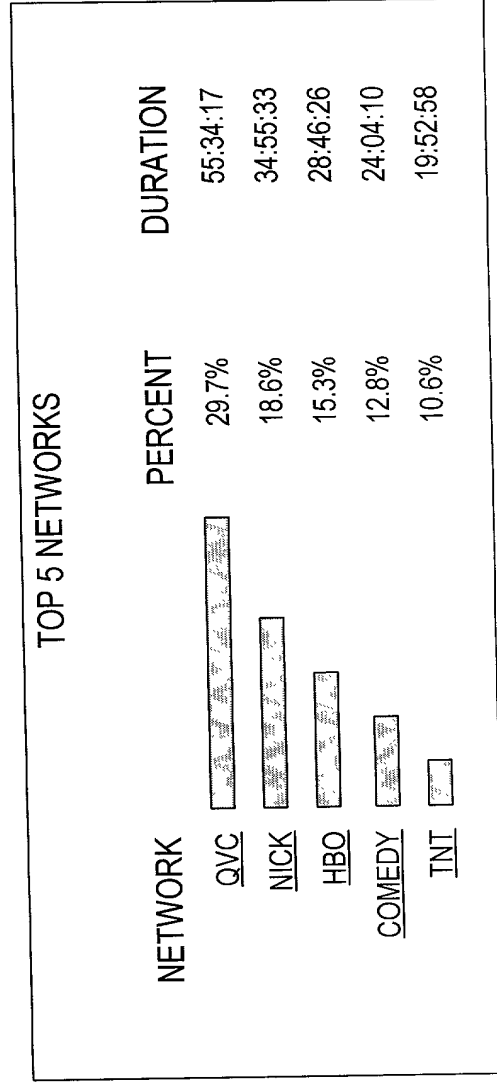


FIG. 13



PREFERRED NETWORK PROFILE REPORT

FIG. 14

18/52

VIEWING DURATION PERCENTAGE
BY DAY OF WEEK AND TIME OF DAY
TOTAL DURATION: 84 HOURS

PERIOD	M	TU	W	TH	F	SA	SU
MIDNIGHT TO 4AM	0	0	0	0	0	0	0
4AM TO 8AM	0	0	3	0	0	1	0
8AM TO NOON	6	6	0	8	5	6	0
NOON TO 4PM	0	5	3	4	0	1	0
4PM TO 8PM	0	0	3	3	4	0	2
8PM TO MIDNIGHT	2	4	3	2	17	2	0

FIG. 15

19/52

CHANNEL CHANGE FREQUENCY BY DAY PART

TOTAL CLICKS: 1120

PERIOD	M	TU	W	TH	F	SA	SU
MIDNIGHT TO 4AM	0	0	0	0	0	0	0
4AM TO 8AM	0	0	2	6	3	1	0
8AM TO NOON	0	1	0	7	2	3	0
NOON TO 4PM	0	1	6	0	0	0	0
4PM TO 8PM	18	0	12	10	20	0	20
8PM TO MIDNIGHT	18	0	15	43	3	4	88

FIG. 16

ZIP+4	SEGMENT	SEGMENT DESCRIPTION
18901-0001	20	SECURE ADULTS
18901-0002	4	MID-LIFE SUCCESS

FIG. 17A

LAST NAME	FIRST NAME	STREET ADDRESS	ZIP+4	MAC ID	PHONE #
SMITH	BILL	123 ELM STREET	18901-0001	00C03F0080F2B	215-555-1234
SMITH	BOB	212 MAIN STREET	18901-0002	00C03FF0080AB	215-555-8867

FIG. 17B

MAC ID	ZIP+4	SEGMENT	SEGMENT DESCRIPTION
00C03F0080F2B	18901-0001	20	SECURE ADULTS
00C03FF0080AB	18901-0002	4	MID-LIFE SUCCESS

FIG. 17C

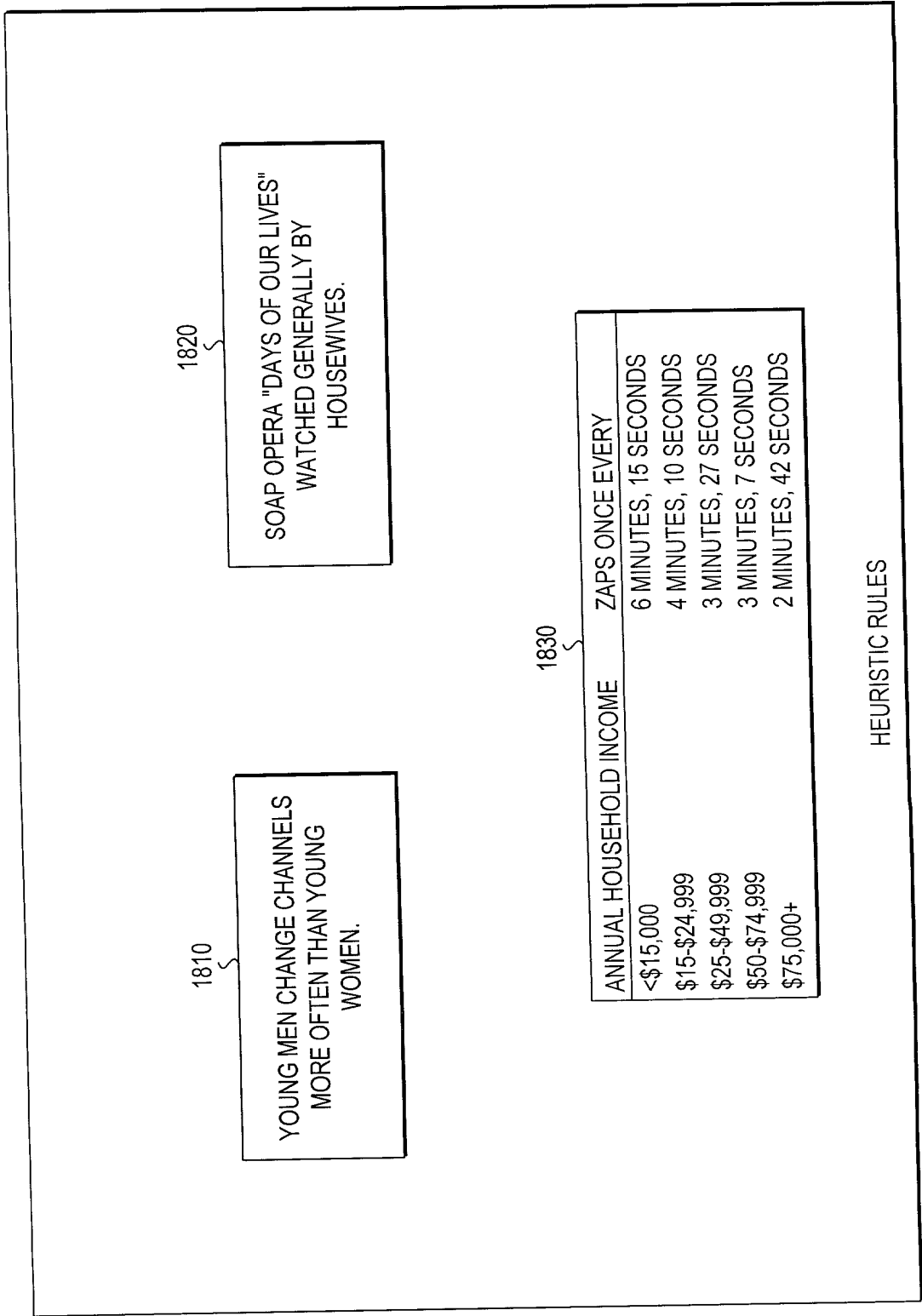


FIG. 18

DEMOGRAPHIC GROUPS									
CATEGORIES	AGE			INCOME			SIZE		
	0-10	10-18	... >70	0-20K	20-50K	... 50-100K	1	2	>5
NEWS	0.1	0.1	0.4	0.2	0.3	0.4	0.5	0.3	0.1
FICTION	0.5	0.3	0.2	0.4	0.2	0.3	0.3	0.2	0.1
FACTUAL :	0.2	0.2	0.3	0.1	0.4	0.2	0.2	0.2	0.4
ADVERTISING	0.1	0.3	0.5	0.3	0.2	0.1	0.2	0.1	0.3
							0.3	0.7	
							0.8	0.2	
							0.4	0.6	
							0.5	0.5	

FIG. 19

PROBABILITY

<u>GENRE/CATEGORY</u>	<u>MAN</u>	<u>WOMAN</u>	<u>CHILD</u>
ACTION:MOVIE	.40	.30	.30
ART:LITERATURE	.30	.55	.15
CHILDREN:GAME SHOW	.20	.20	.60
NEWS:NEWS	.44	.36	.20
SPORTS:BOXING	.80	.15	.05

FIG. 20A

<u>DAY PART</u>	ADJUSTMENT		
	<u>MAN</u>	<u>WOMAN</u>	<u>CHILD</u>
WEEKDAY 0100-0500	1.0	0.9	0.0
WEEKDAY 0500-0900	1.0	1.0	0.6
WEEKDAY 0900-1600	0.3	0.9	1.0
WEEKDAY 1600-1800	0.6	1.0	1.0
WEEKDAY 1800-1930	1.0	1.0	1.0
WEEKDAY 1930-2000	1.0	1.0	1.0
WEEKDAY 2000-2300	1.0	1.0	0.8
WEEKDAY 2300-0100	1.0	1.0	0.3
WEEKEND	1.0	1.0	1.0

FIG. 20B

	<u>ADJUSTED PROBABILITY</u>	<u>ADJUSTED SUM</u>	<u>PROBABILITY</u>
MAN:	$0.40 \times 0.3 = 0.12$		$0.12 / 0.69 = 0.174$
WOMAN:	$0.30 \times 0.9 = 0.27$	$.12 + .27 + .30 = .69$	$0.27 / 0.69 = 0.391$
CHILD:	$0.30 \times 1.0 = 0.30$		$0.30 / 0.69 = 0.435$

FIG. 20C

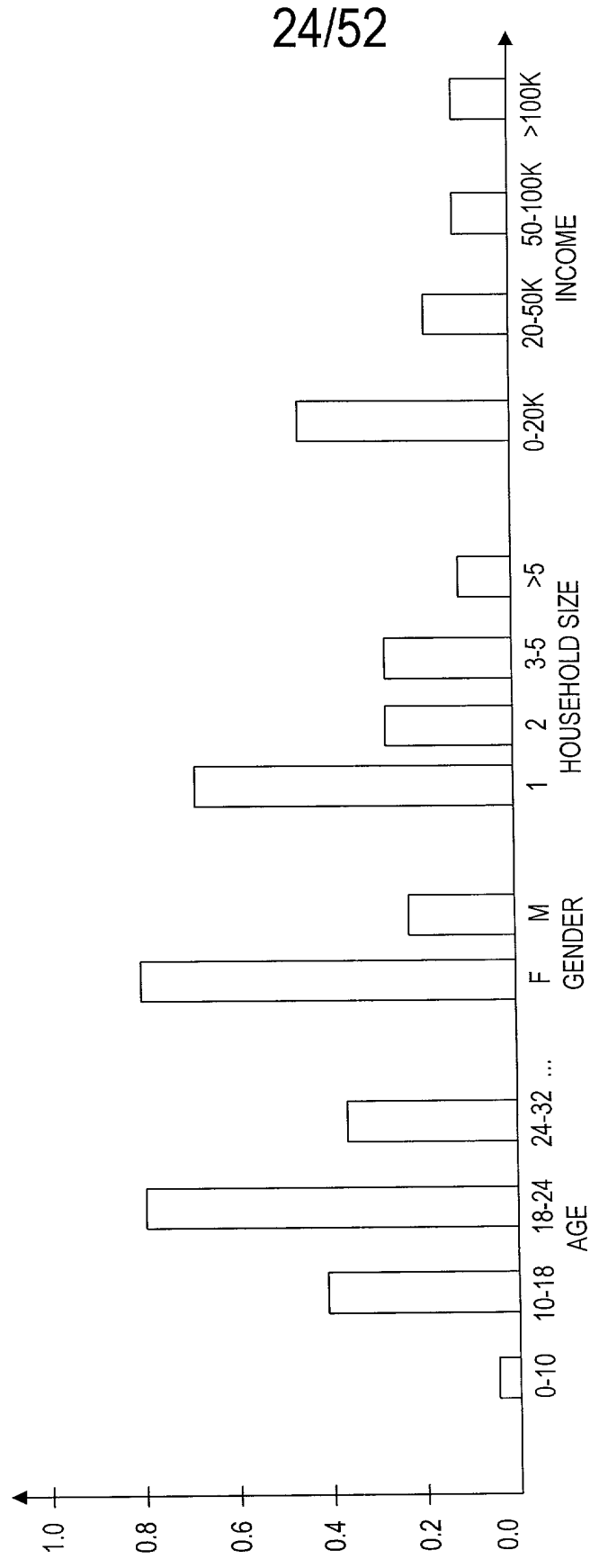


FIG. 21

25/52

HOUSE HOLD SIZE:

☒ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5-6 ☐ 7 OR MORE

NUMBER OF ADULTS IN THE HOUSEHOLD:

☒ 1 ☐ 2 ☐ 3 ☐ 4 OR MORE

AGE OF THE ADULT #1 (HEAD OF HOUSEHOLD):

☒ UNDER 25 ☐ 46-55
☐ 25-35 ☐ 56-65
☐ 36-45 ☐ OVER 65

AGE OF ADULT #2:

☒ UNDER 25 ☐ 46-55
☐ 25-35 ☐ 56-65
☐ 36-45 ☐ OVER 65

AVERAGE ANNUAL HOUSEHOLD INCOME:

☒ UNDER \$20K ☐ \$51K-\$75K
☐ \$21K-\$30K ☐ \$76K-\$100K
☐ \$31K-\$50K ☐ OVER \$100K

DO YOU CONSIDER YOURSELF . . .:

☒ WHITE ☐ ASIAN OR PACIFIC ISLANDER
☐ BLACK ☐ MIXED RACIAL BACKGROUND
☐ AFRICAN AMERICAN ☐ OTHER RACE
☐ HISPANIC ☐ DECLINE TO ANSWER

NEXT

CANCEL

FIG. 22A

WHAT IS THE EDUCATION LEVEL OF THE HEAD OF HOUSEHOLD?

- ☒ SOME HIGH SCHOOL ☐ COLLEGE DEGREE - BACHELOR'S
☐ HIGH SCHOOL DIPLOMA OR GED ☐ COLLEGE DEGREE - POST GRADUATE
☐ SOME COLLEGE ☐ DECLINE TO ANSWER
☐ COLLEGE DEGREE - ASSOCIATE'S

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR CURRENT LIVING ARRANGEMENTS?

- ☒ OWN ☐ RENT ☐ STUDENT

WHICH OF THE FOLLOWING BEST INDICATES YOUR MEANS OF TRANSPORTATION?

- ☒ 1 CAR ☐ 2 CARS ☐ 3 CARS ☐ PUBLIC TRANSPORTATION
☐ WALK

WHICH OF THE FOLLOWING IDENTIFY SOME OF YOUR INTERESTS?

- | | |
|---|---|
| <input type="checkbox"/> ARTS AND CRAFTS | <input type="checkbox"/> DINING |
| <input type="checkbox"/> COMMUNITY SERVICES | <input type="checkbox"/> FAMILY |
| <input type="checkbox"/> COMPUTERS | <input type="checkbox"/> MOVIES |
| <input type="checkbox"/> DANCING | <input type="checkbox"/> MUSIC |
| <input type="checkbox"/> GARDENING | <input type="checkbox"/> OUTDOOR ACTIVITIES |
| <input type="checkbox"/> PHOTOGRAPHY | <input type="checkbox"/> SPORTS |
| <input type="checkbox"/> TRAVEL | <input type="checkbox"/> THEATER |

DO YOU OWN OR USE ANY OF THE FOLLOWING?

- | | |
|--|---|
| <input type="checkbox"/> PERSONAL COMPUTER | <input type="checkbox"/> FREQUENT SHOPPER OR CUSTOMER |
| <input type="checkbox"/> INTERNET | <input type="checkbox"/> LOYALTY CARD |
| <input type="checkbox"/> CELLULAR PHONE | <input type="checkbox"/> VACATION HOME OR TIME SHARE |

FINISH

CANCEL

FIG. 22B

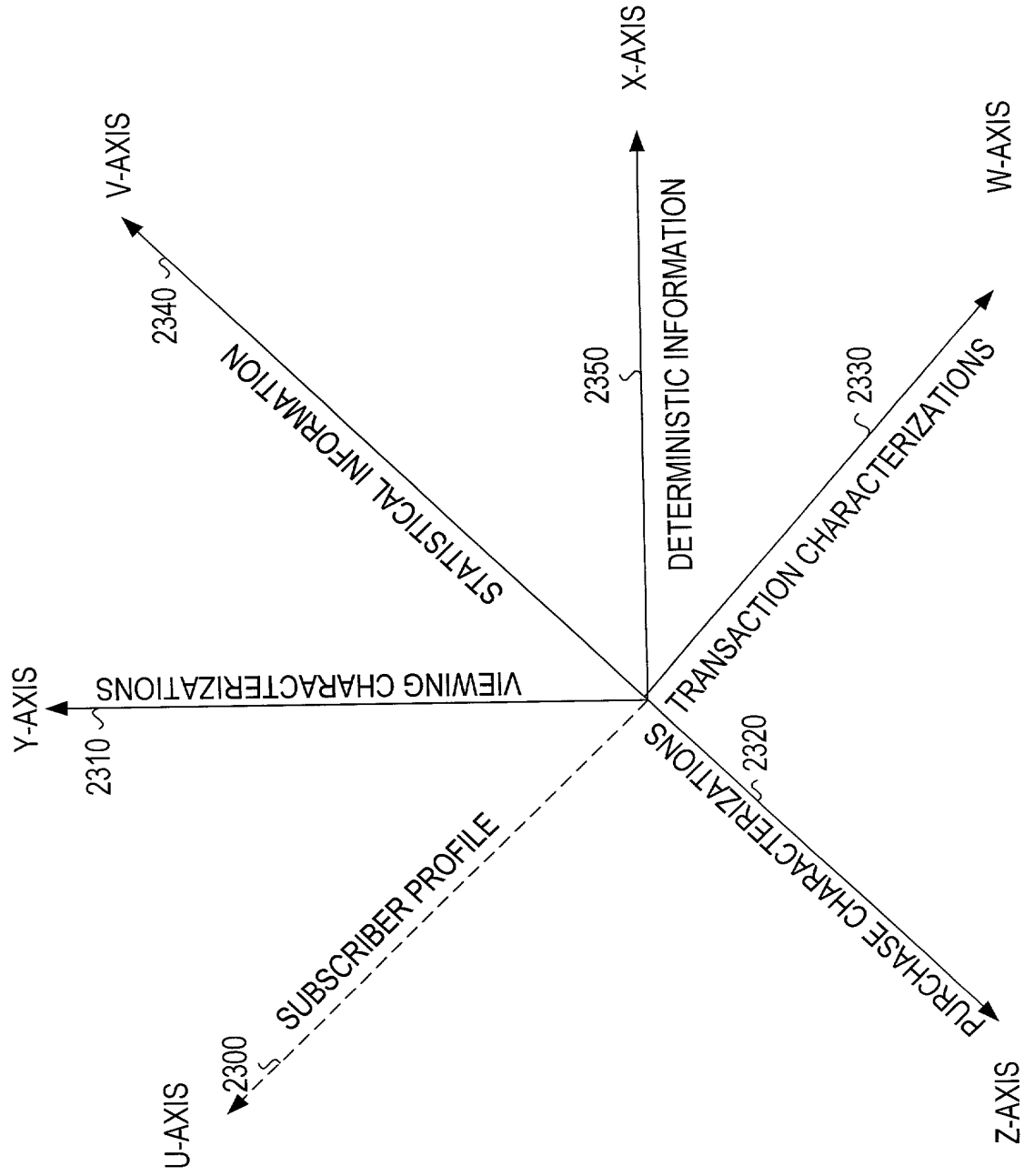


FIG. 23

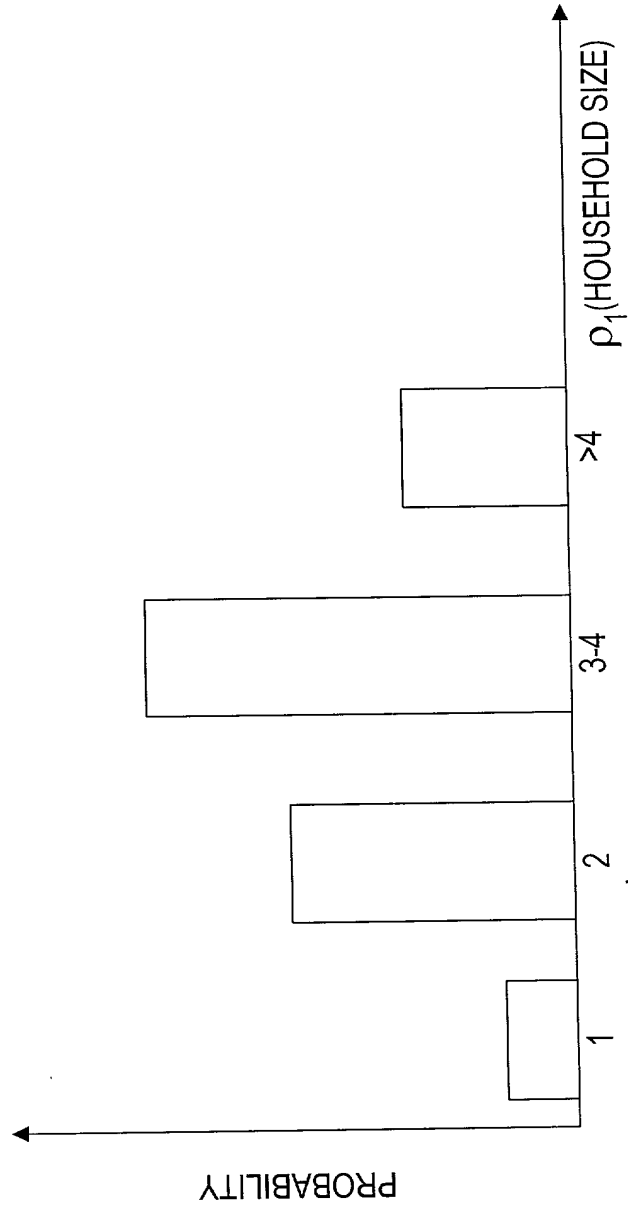


FIG. 24A

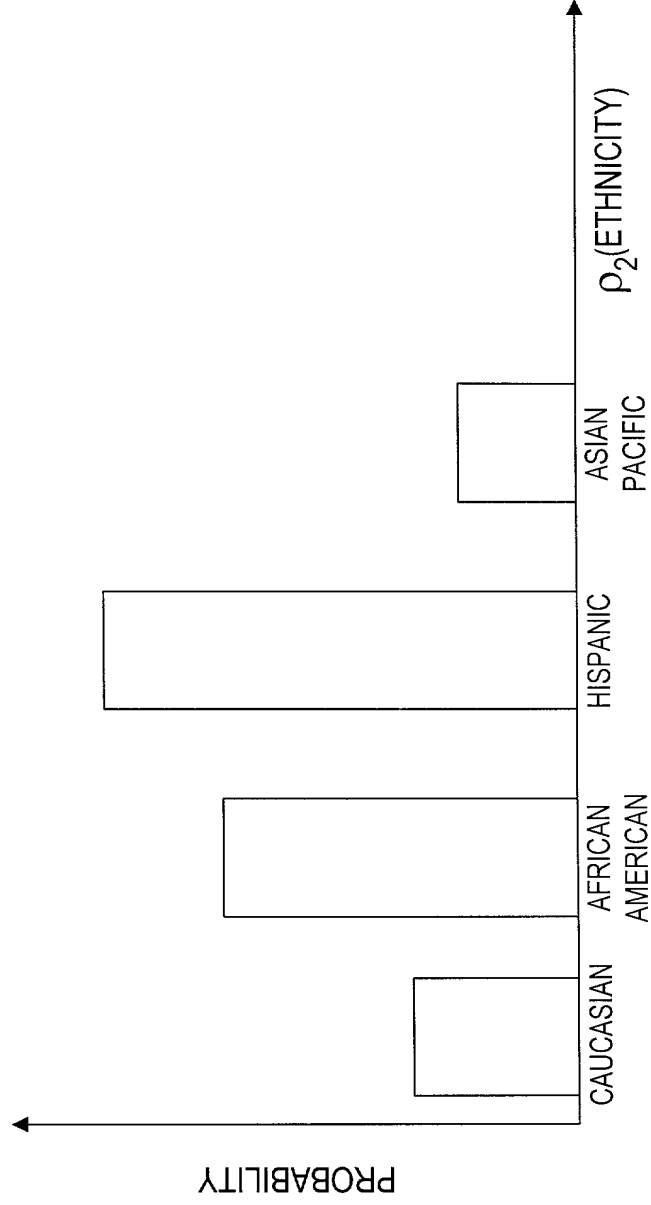


FIG. 24B

30/52

MARKET SEGMENT DEFINITION- HOUSEHOLD			
SEGMENT NAME			
MIDDLE CLASS FAMILY			
AGE			
<input checked="" type="checkbox"/> 00-04	<input type="checkbox"/> 21-24	<input checked="" type="checkbox"/> 45-49	<input type="checkbox"/> 70-74
<input checked="" type="checkbox"/> 05-09	<input checked="" type="checkbox"/> 25-29	<input type="checkbox"/> 50-54	<input type="checkbox"/> 75-84
<input checked="" type="checkbox"/> 10-14	<input checked="" type="checkbox"/> 30-34	<input type="checkbox"/> 55-59	<input type="checkbox"/> 85 AND OVER
<input type="checkbox"/> 15-17	<input checked="" type="checkbox"/> 35-39	<input type="checkbox"/> 60-64	
<input type="checkbox"/> 18-20	<input checked="" type="checkbox"/> 40-44	<input type="checkbox"/> 65-69	
CHILDREN USE 'AGE' TO SELECT THE AGE OF THE CHILDREN			
<input checked="" type="checkbox"/> CHILDREN <input type="checkbox"/> NO CHILDREN			
INCOME			
<input type="checkbox"/> UNDER \$15,000	<input checked="" type="checkbox"/> \$50,000-\$74,999		
<input type="checkbox"/> \$15,000-\$24,999	<input checked="" type="checkbox"/> \$75,000-\$99,999		
<input type="checkbox"/> \$25,000-\$34,999	<input type="checkbox"/> \$100,000-\$149,999		
<input checked="" type="checkbox"/> \$35,000-\$49,999	<input type="checkbox"/> \$150,000 AND OVER		
OCCUPATION			
<input type="checkbox"/> PROFESSIONAL/MANAGERIAL			
<input type="checkbox"/> OTHER WHITE COLLAR			
<input type="checkbox"/> BLUE COLLAR			
HOUSEHOLD SIZE			
<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input checked="" type="checkbox"/> 3-4	<input type="checkbox"/> 5-6 <input type="checkbox"/> 7 OR MORE
MARITAL STATUS			
<input type="checkbox"/> SINGLE <input type="checkbox"/> MARRIED <input type="checkbox"/> SEPARATED			
RACE/ETHNIC BACKGROUND			
<input type="checkbox"/> CAUCASION/WHITE		<input type="checkbox"/> AFRICAN AMERICAN	
<input type="checkbox"/> HISPANIC		<input type="checkbox"/> ASIAN-PACIFIC	
<input type="checkbox"/> NATIVE AMERICAN			

FIG. 25A

GENERAL SESSION CHARACTERISTICS

REQUIRE SEGMENT MATCHES ☐

MIN. VIEWING DURATION MINUTES FOR

CHANNEL CHANGE RATE PER 30 MINUTES FOR

MIN. HOLDING FACTOR % FOR

NETWORK VIEWERSHIP BY DAY PART

NETWORK 1 FOR

NETWORK 2 FOR

NETWORK 3 FOR

NETWORK 4 FOR

PROGRAM CATEGORY PREFERENCES BY DAY PART

CATEGORY 1 FOR

CATEGORY 2 FOR

CATEGORY 3 FOR

CATEGORY 4 FOR

[New](#) [Delete](#) [Save](#) [Household](#) [Map](#)

FIG. 25B

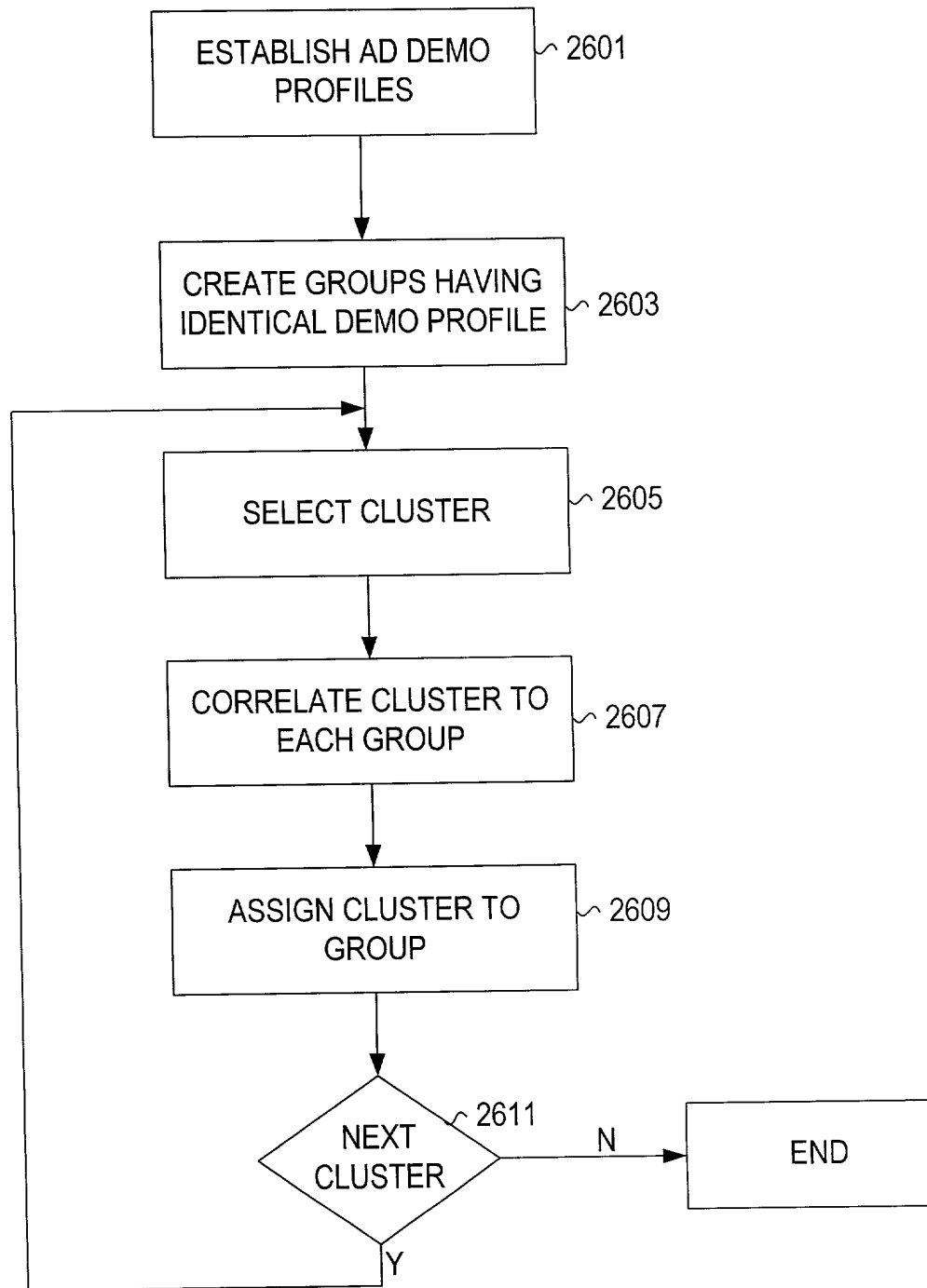


FIG. 26

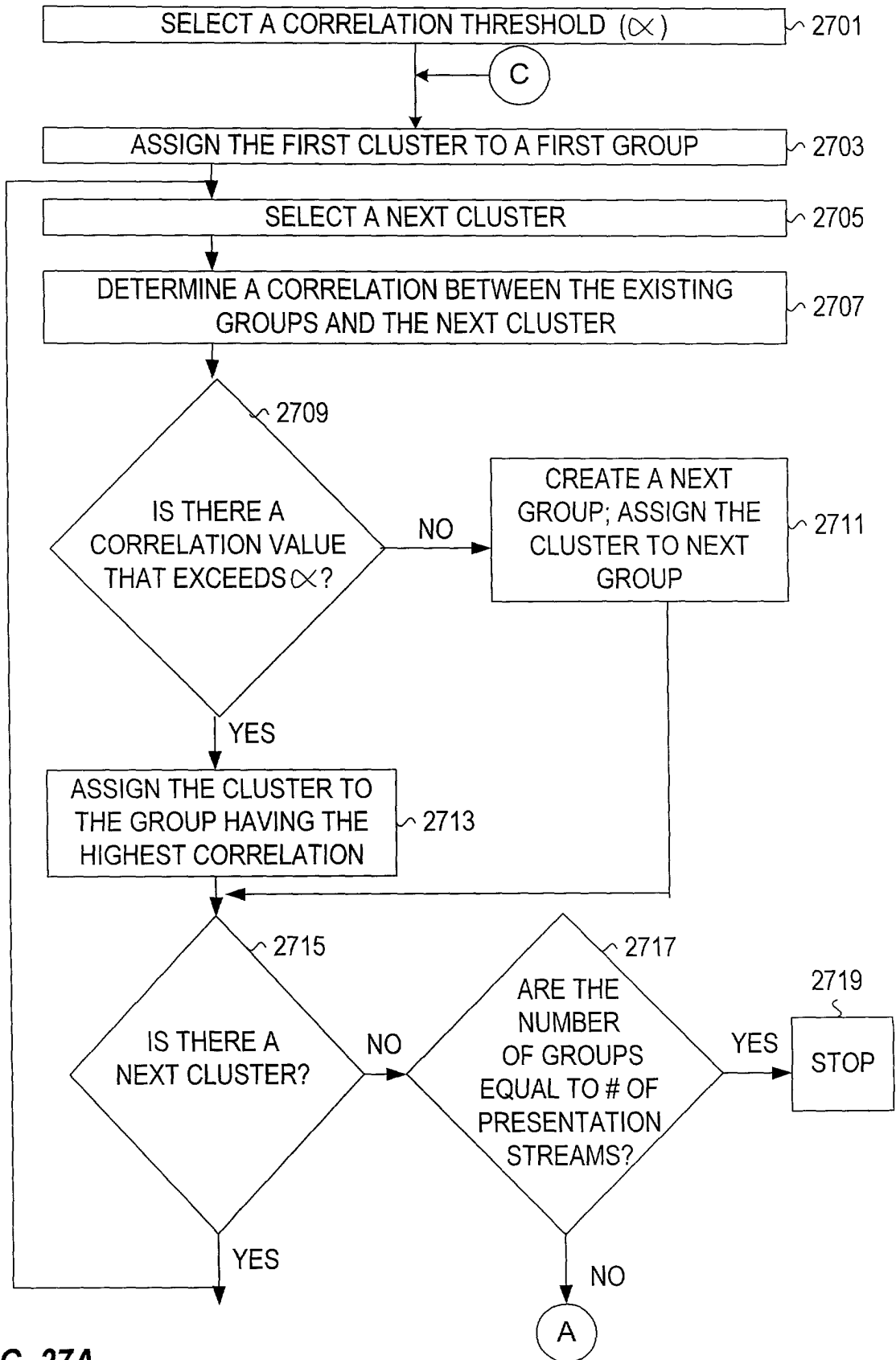


FIG. 27A

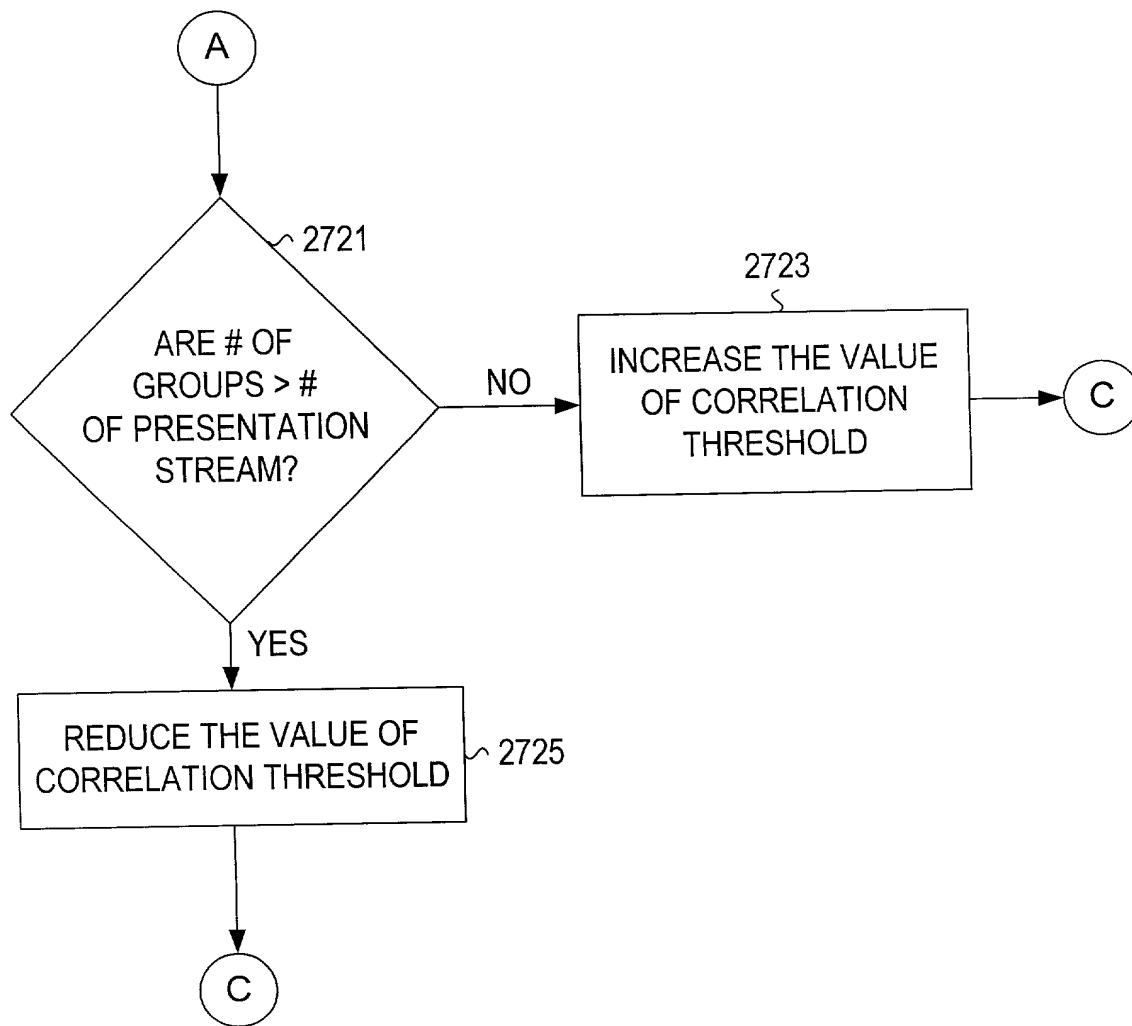


FIG. 27B

35/52

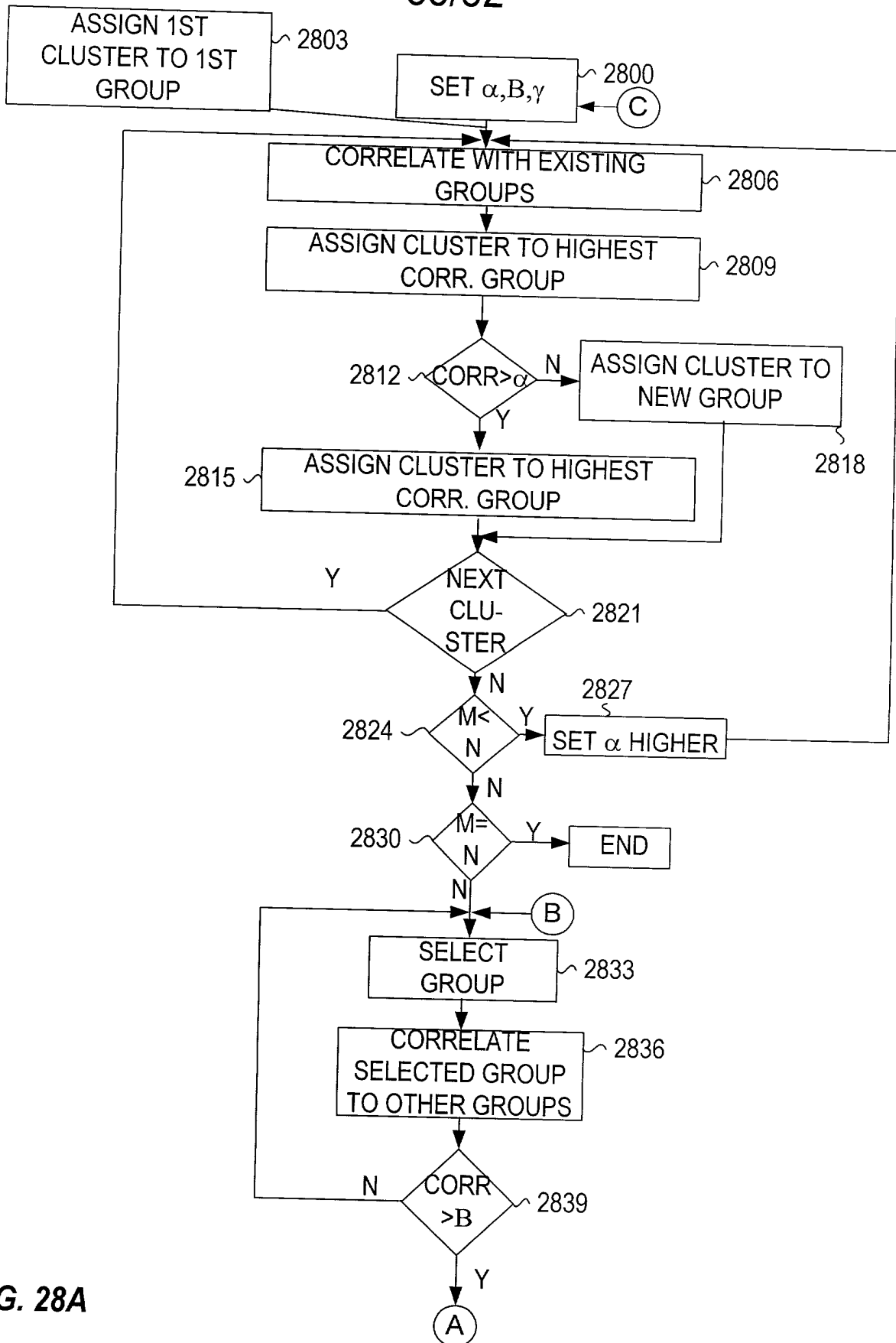


FIG. 28A

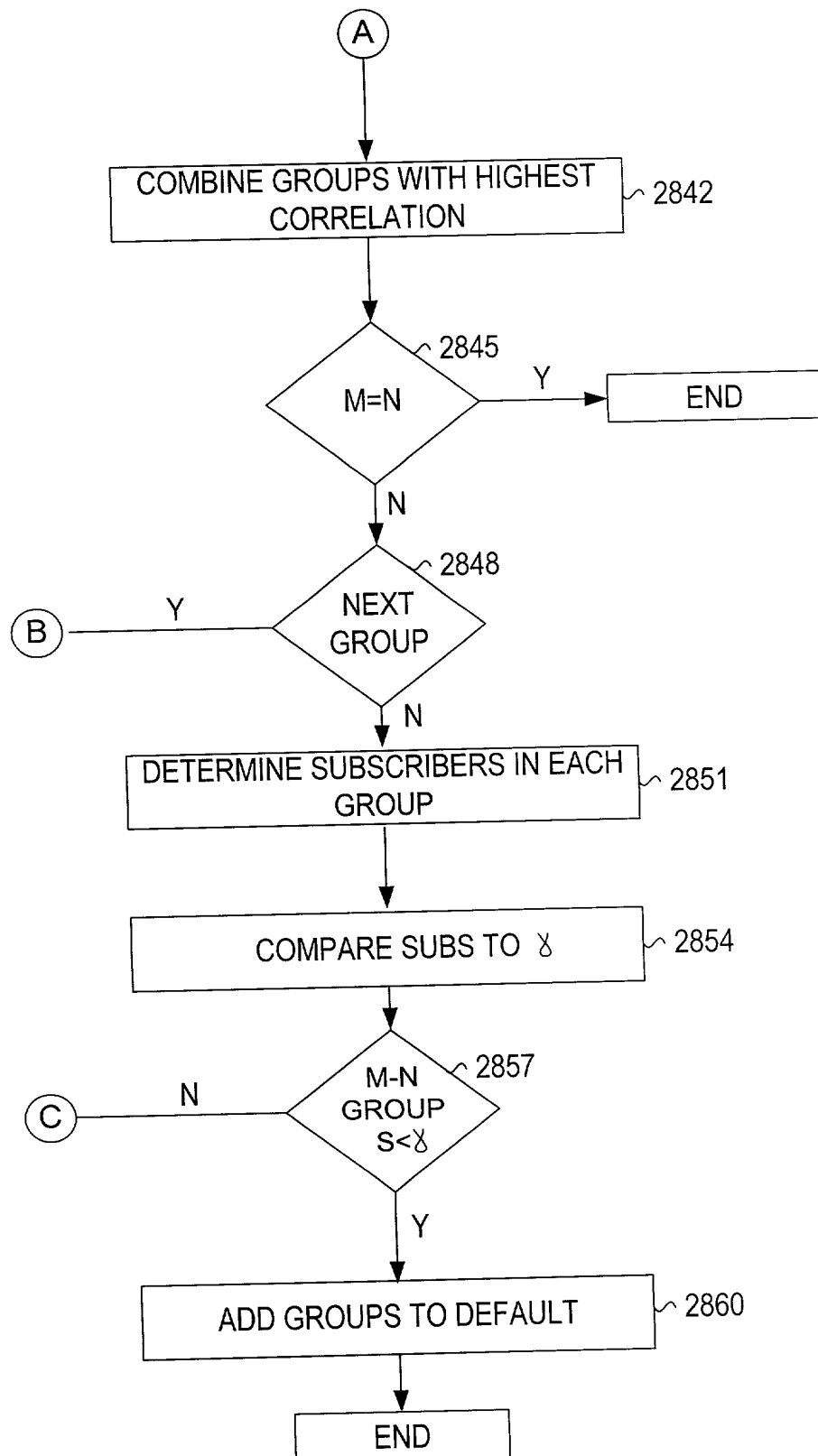


FIG. 28B

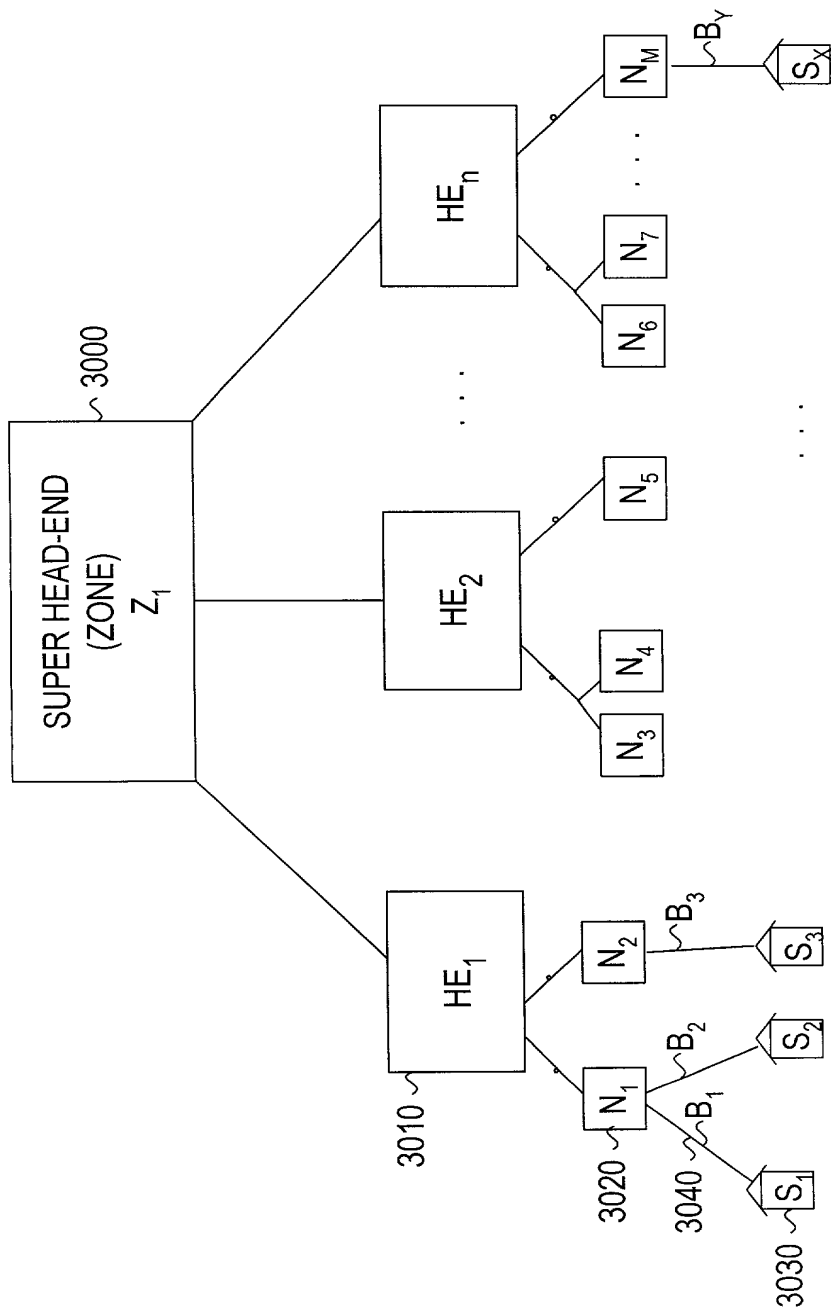


FIG. 30

<u>SUBSCRIBER</u>	<u>MAC_ID</u>	<u>PROFILE</u>	<u>SUBZONE</u>	<u>NODE</u>	<u>BRANCH</u>
S ₁	00C03F0080F2B	20	1	1	1
S ₂	00C03FF0080AB	16	1	1	2
S ₃	00C03F0091F2A	13	1	2	3
S _X	00B03E0080F2B	6	N	M	X

FIG. 31

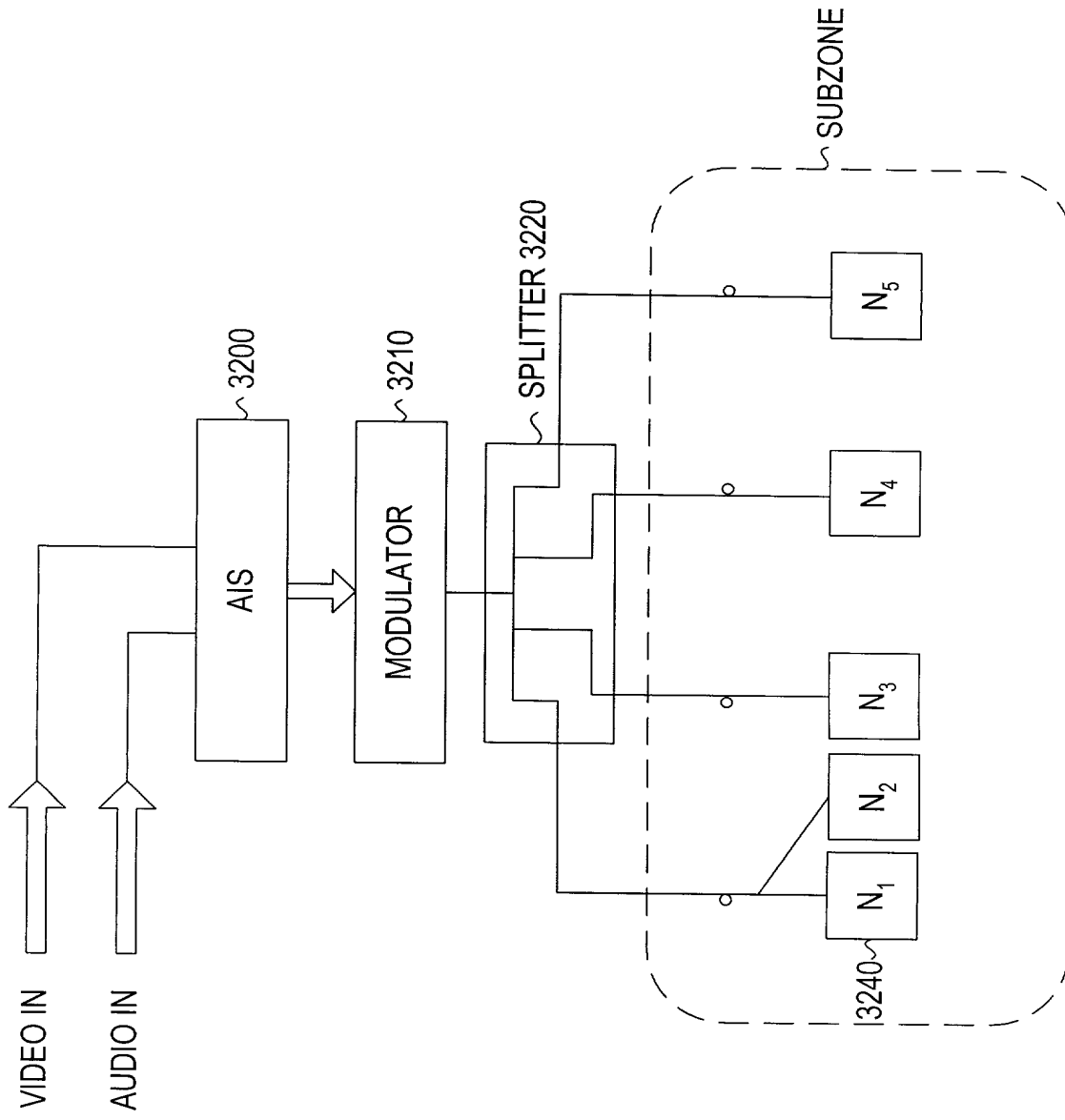


FIG. 32

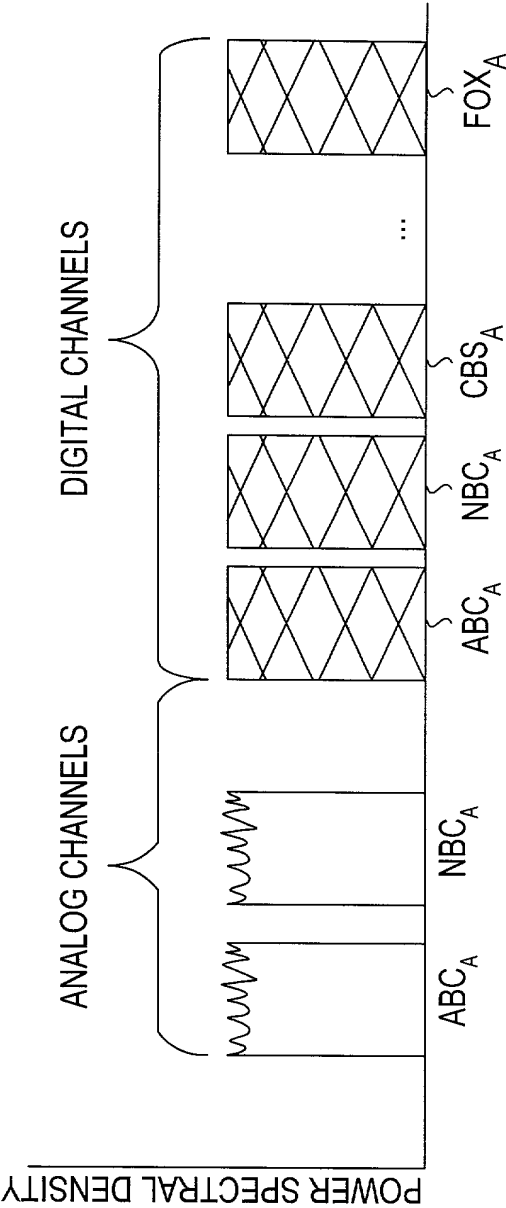


FIG. 33

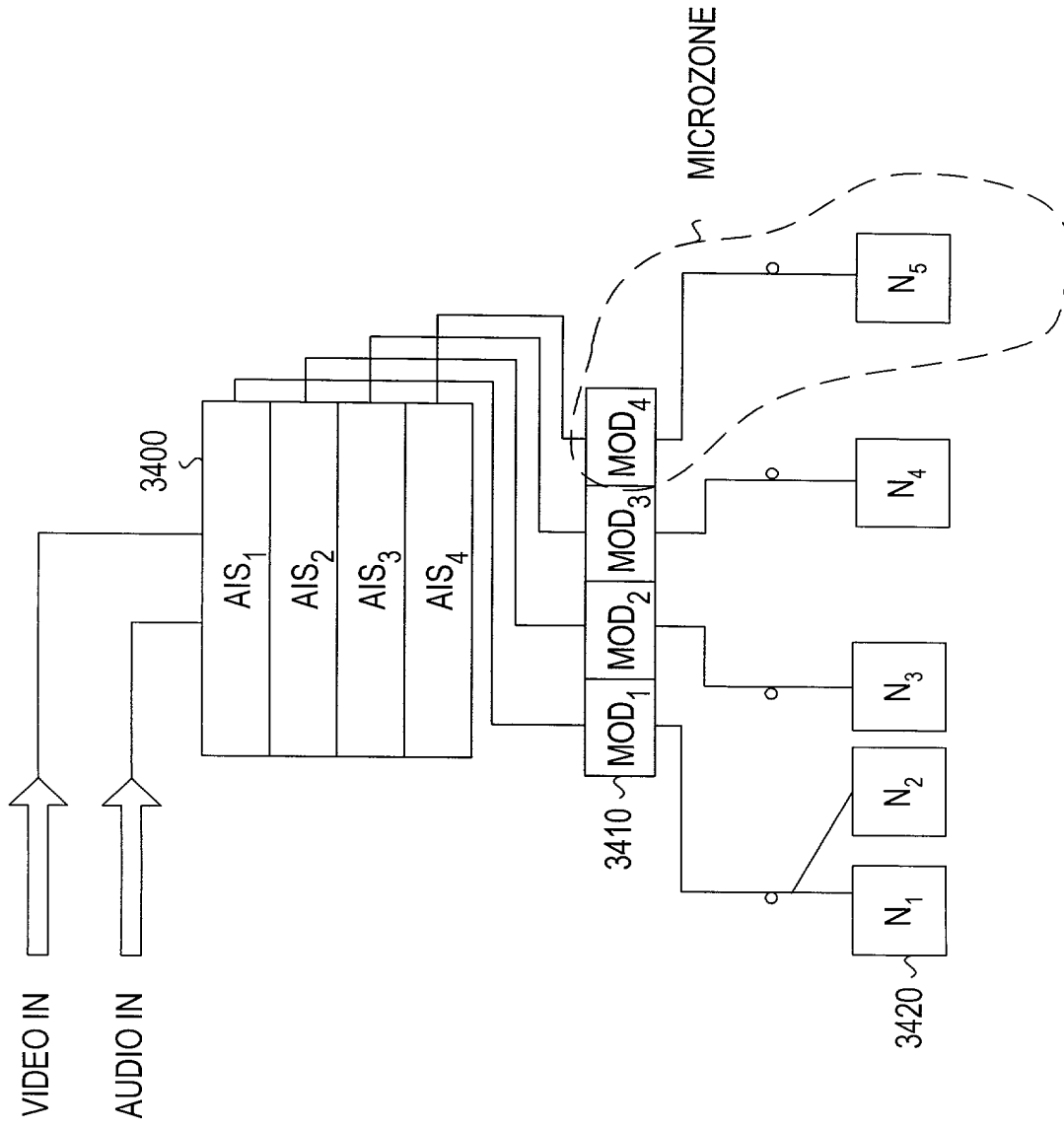


FIG. 34

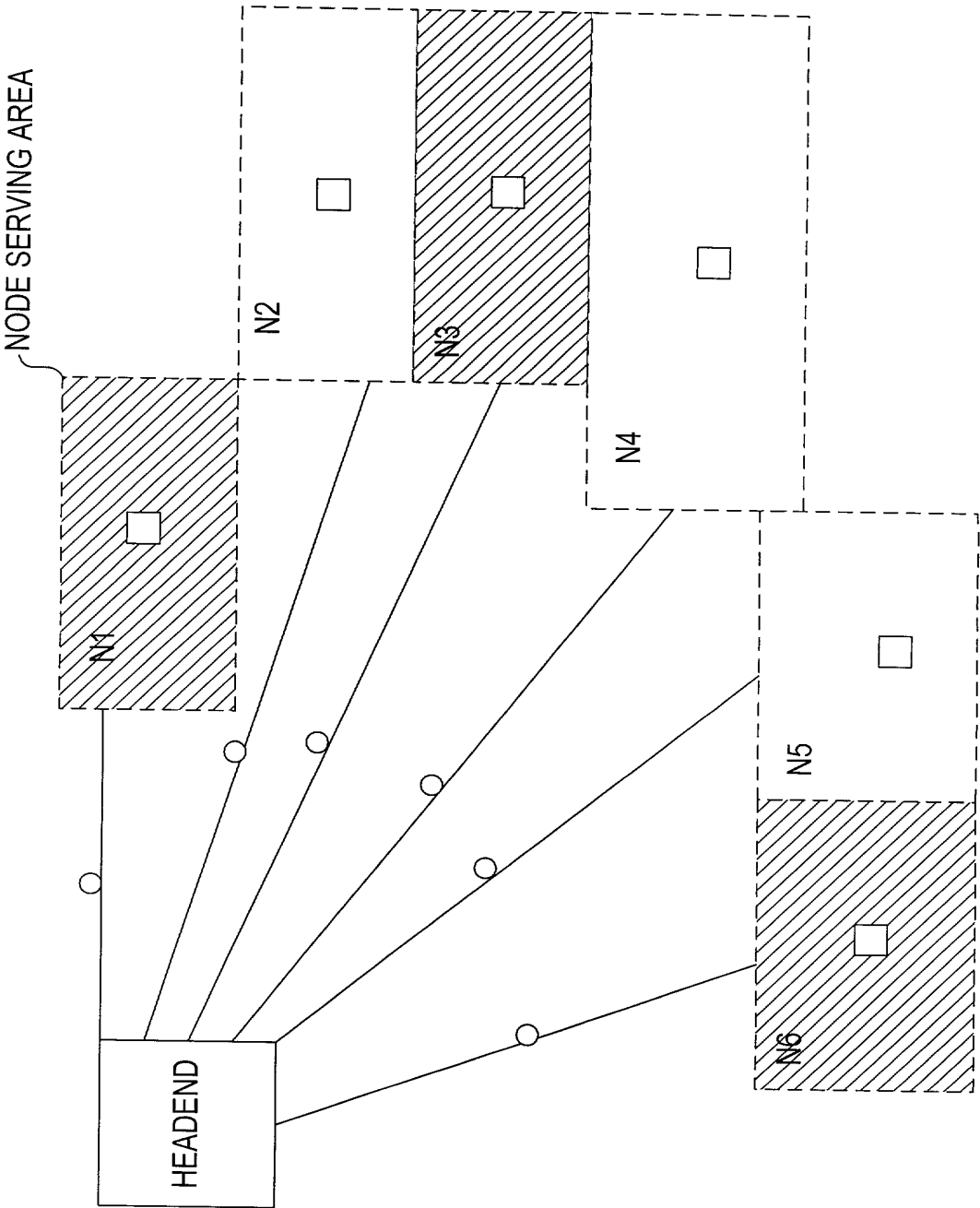


FIG. 35

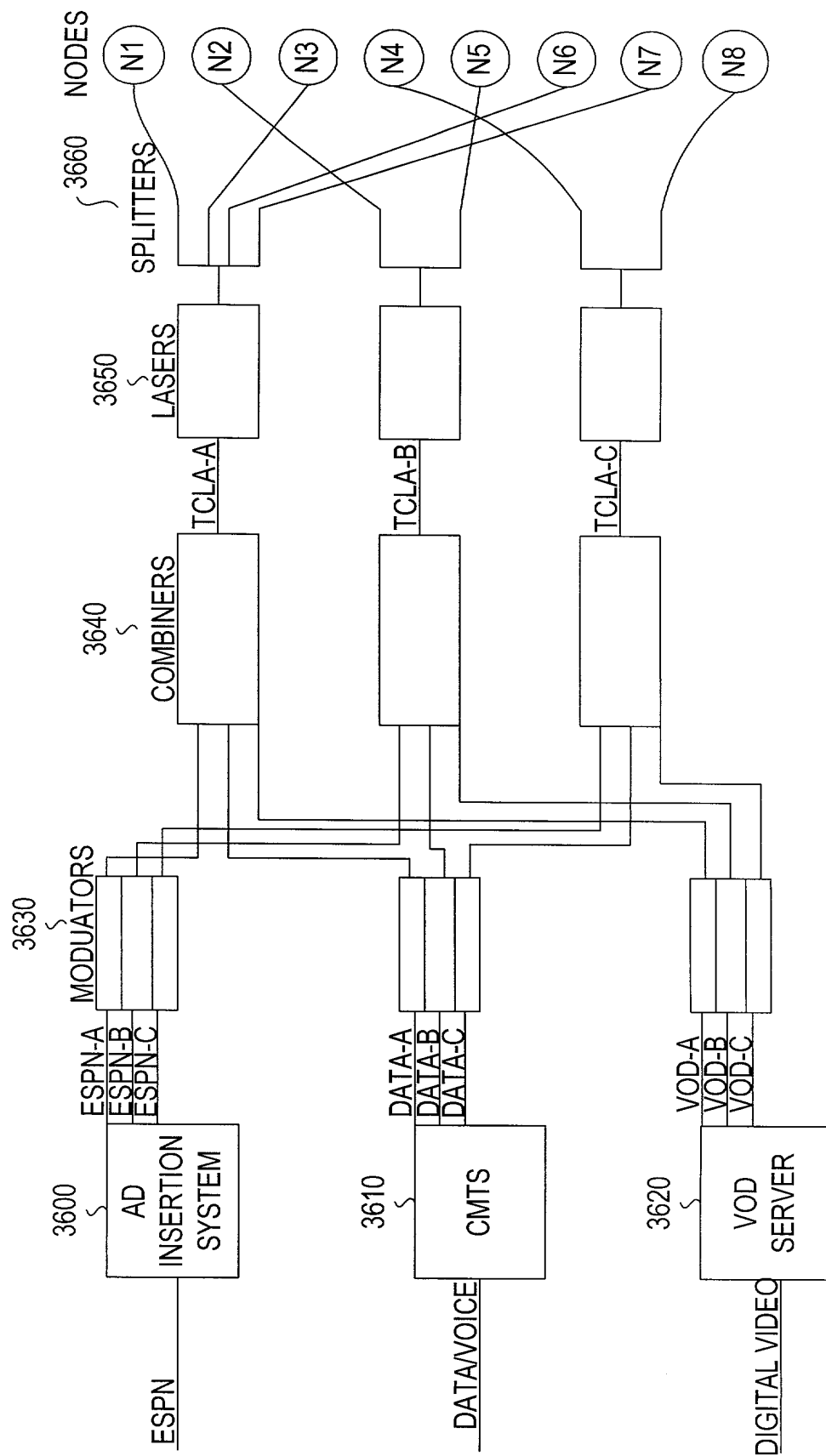


FIG. 36

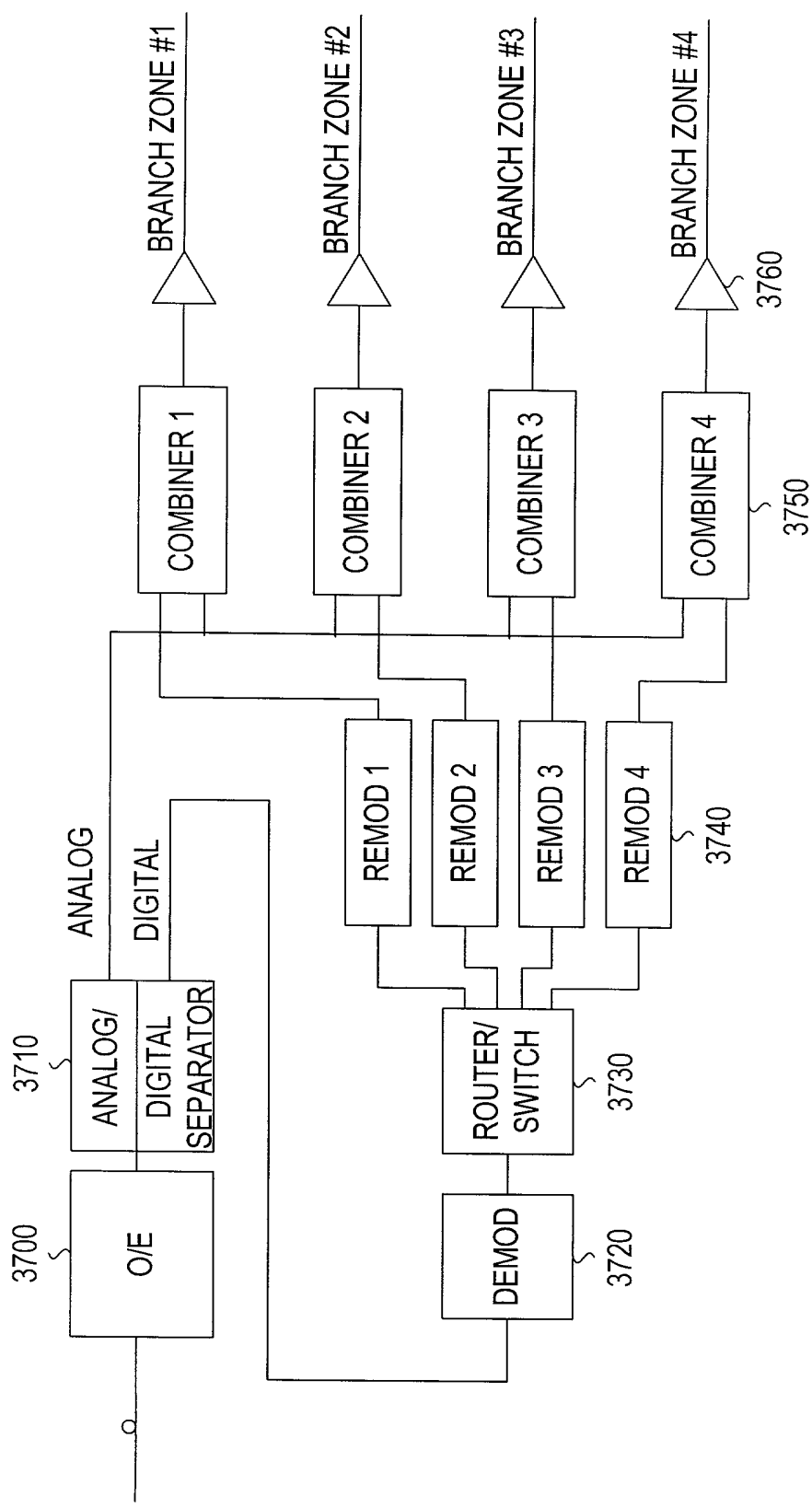


FIG. 37A

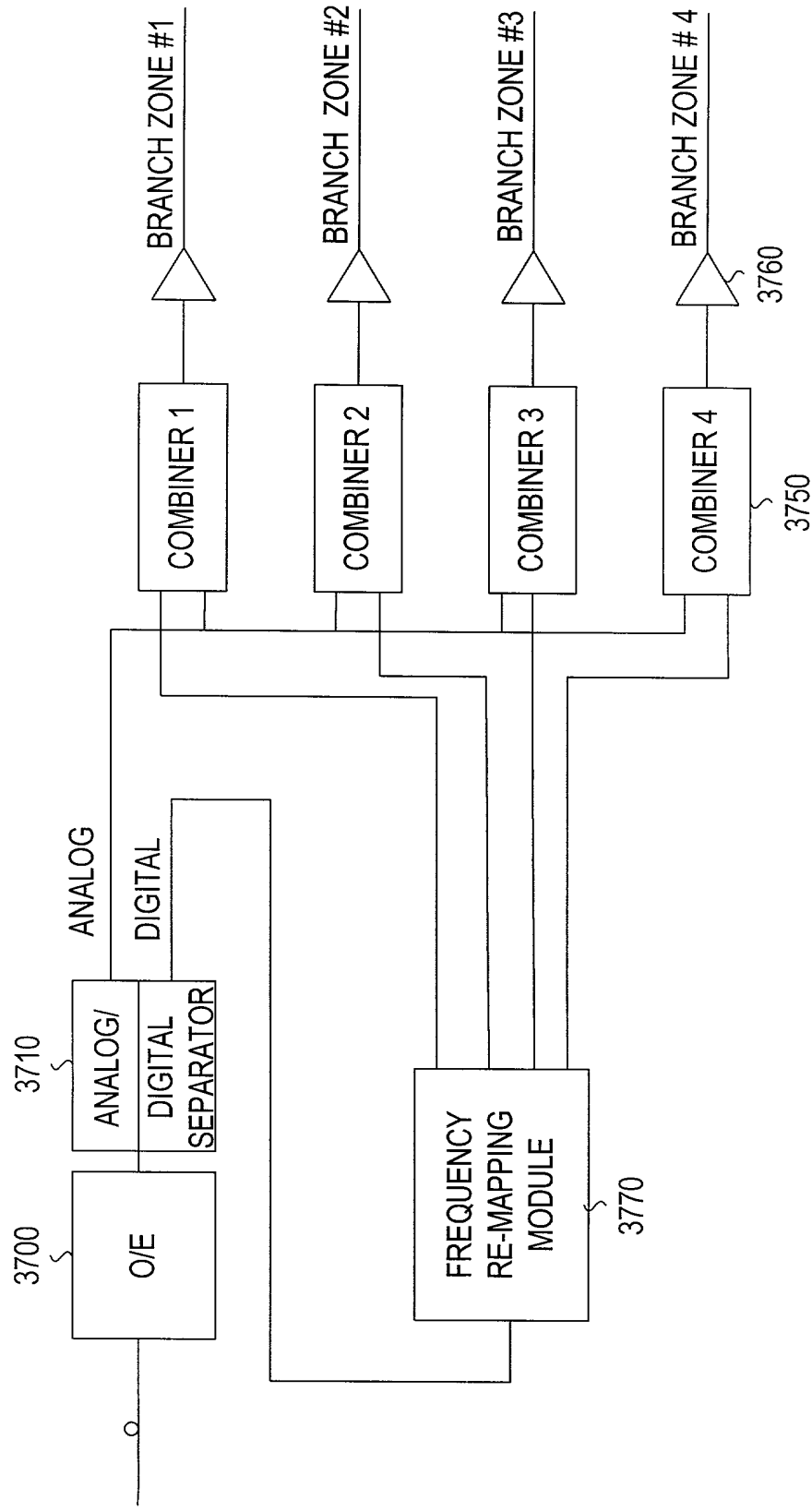


FIG. 37B

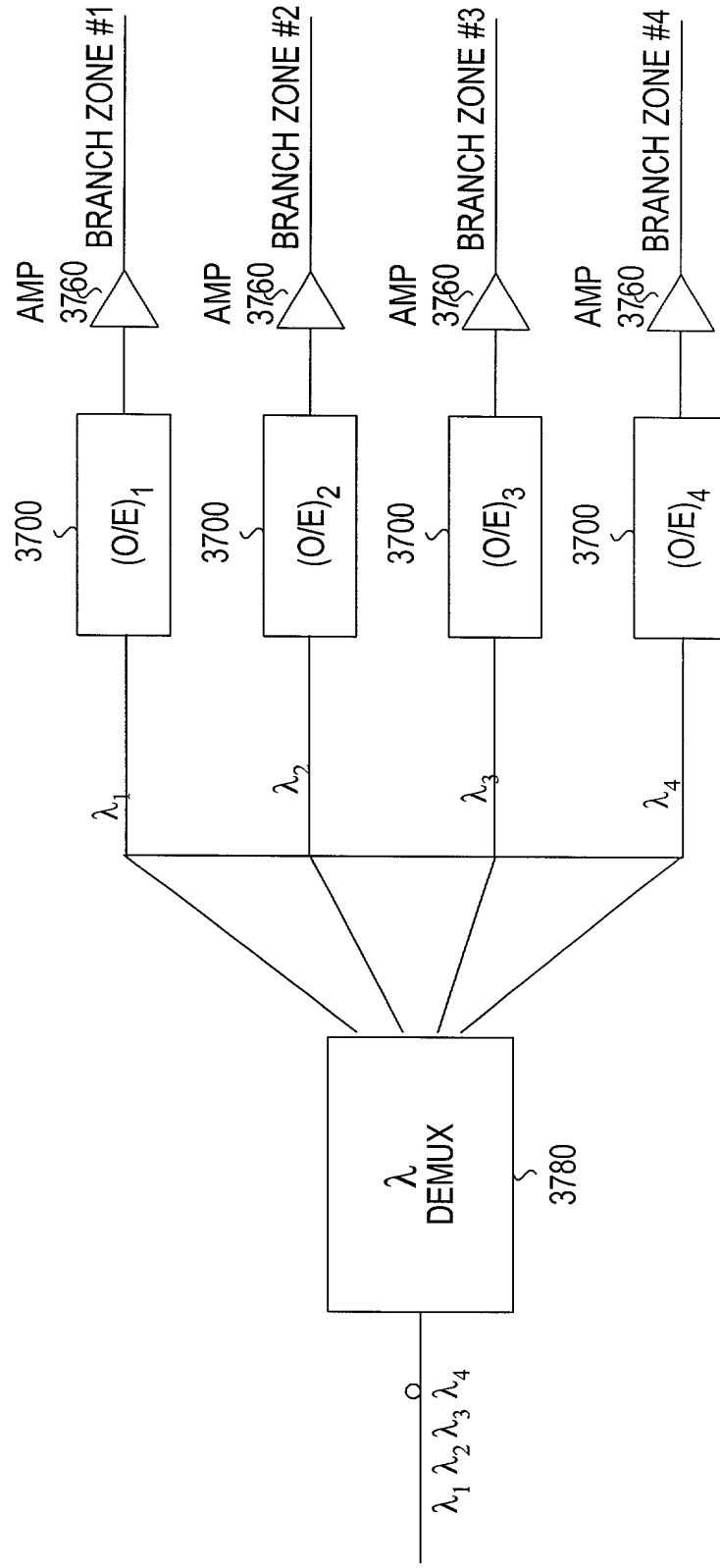


FIG. 37C

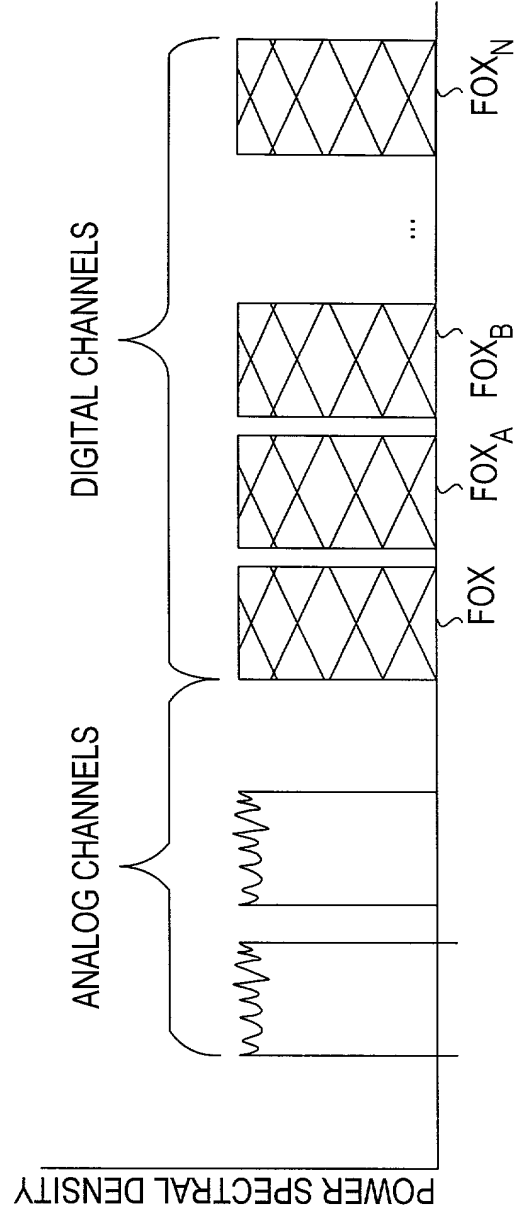


FIG. 38A

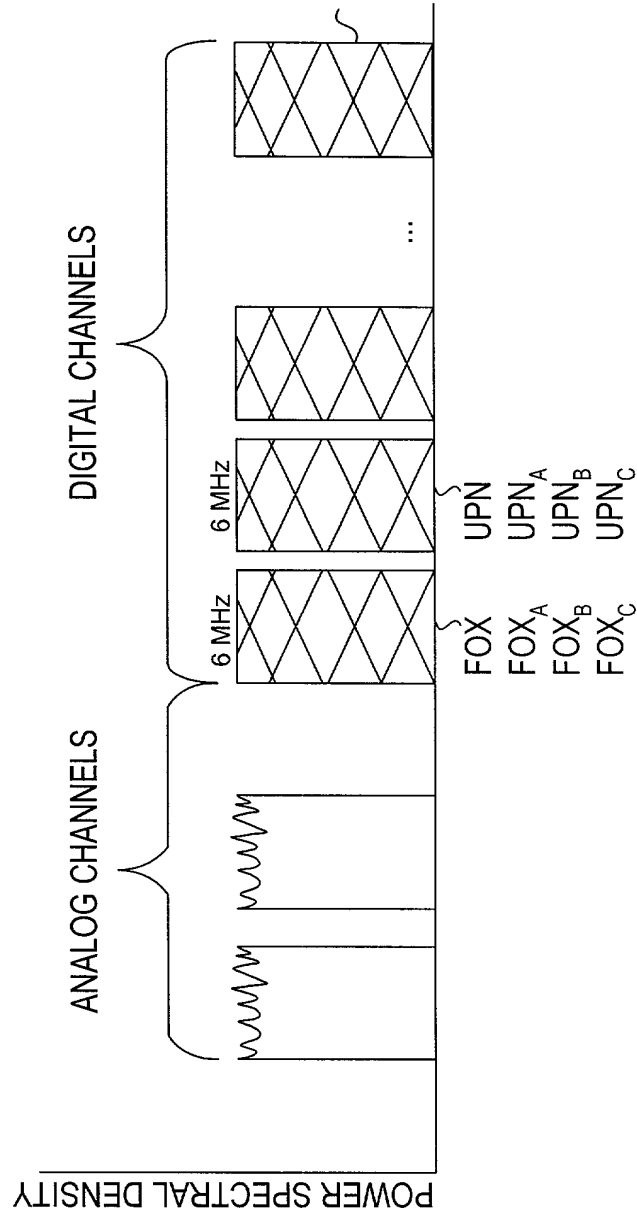


FIG. 38B

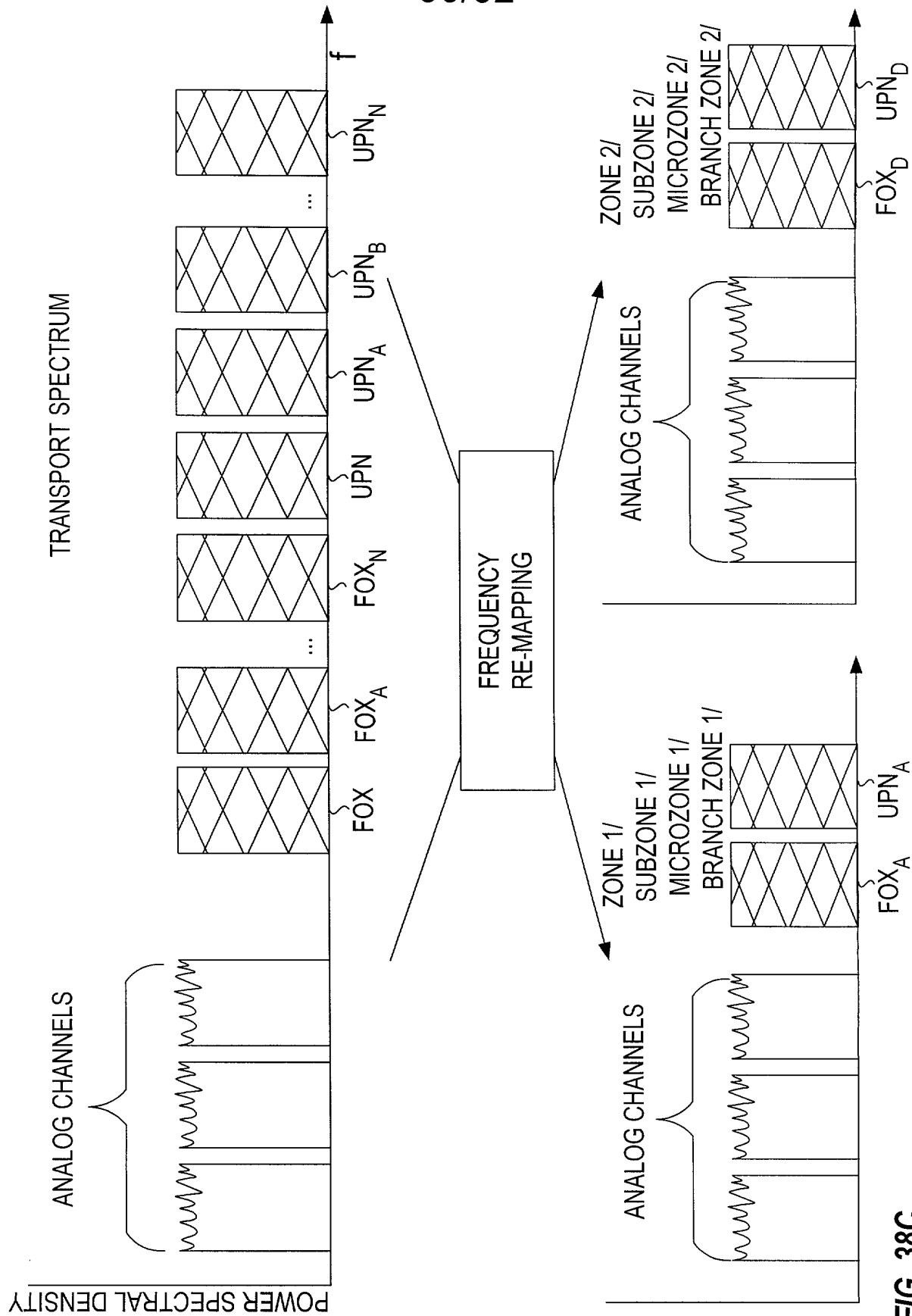


FIG. 38C

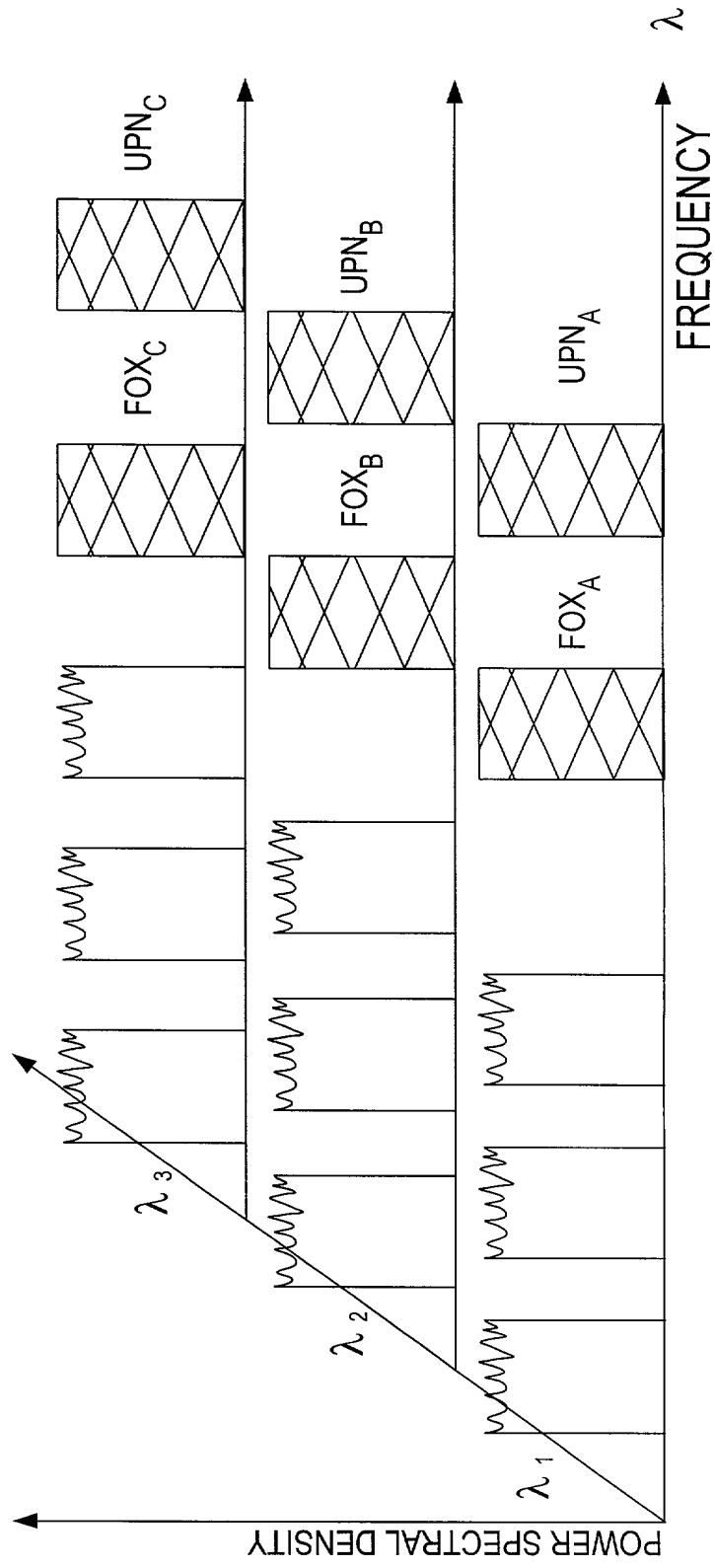


FIG. 39

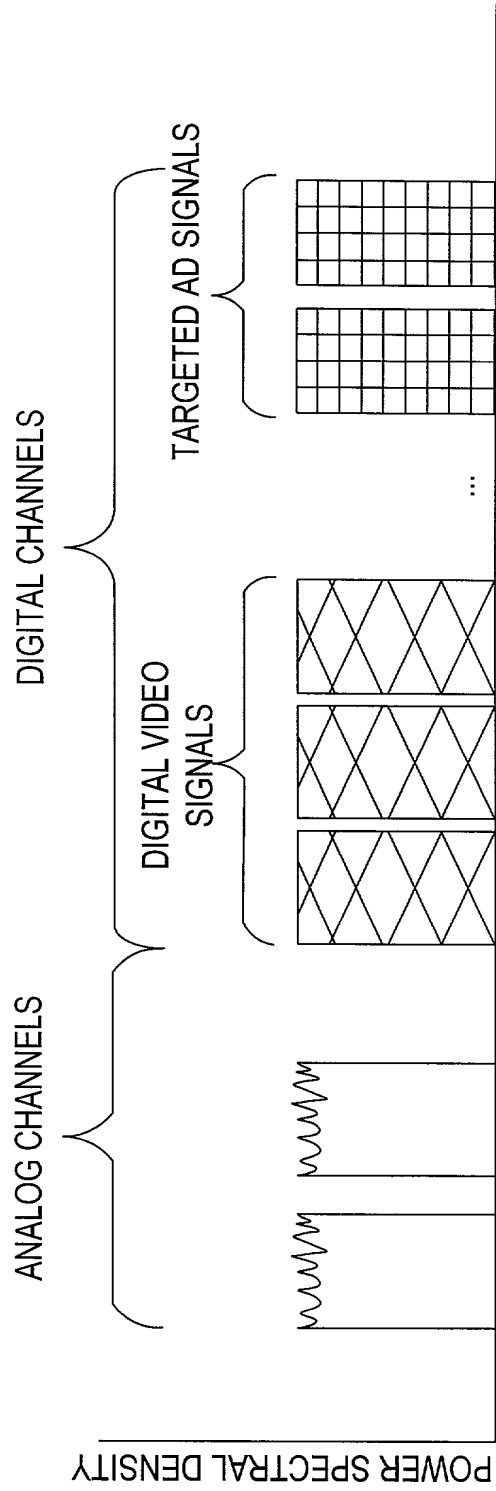


FIG. 40